



# Super Bowl Contest

Sunday, February 11, 2024

Idea originally from Lisa Rada

**1. DETERMINE:** type of prizes and when to award them (*at the end of each quarter, at half time, and at the end or just at the end of the game*)

**2. SIT DOWN** with your customer profiles **& CALL** as many customers as possible and use the following dialogue:

Hi, \_\_\_\_\_, this is \_\_\_\_\_. How are you? Great! Do you have a minute for me to explain a really fun promotion I am running? Okay, here it goes. I am doing a Super Bowl Pool. For every \$10 in product you purchase, you will receive a square with corresponding numbers, if you have the last digits of the score at the end of a quarter, you will receive a square with corresponding numbers. If you have the last digits of the score at the end of a quarter, you will win \$25 in free product. If you have the ending score numbers, you will win \$50 in free product!

\_\_\_\_\_, is there anything you would like to purchase to get in on this?

**3. WRITE DOWN** her order. If she is within \$5 of getting another square, let her know. She might just add on to their order to get another square.

**4.** Once the ticket is written up, **ASK** her how she wants to pay for it.

**5. RANDOMLY PICK** numbers and let her know what numbers she has. The first pick should be for the team across the top (The **KANSAS CITY CHIEFS**), the second pick should be for the team going down the left side (The **SAN FRANCISCO 49ERS**).

**READ** it to her as "CHIEFS 7, 49ERS 3". If the score is **CHIEFS 17** and **49ERS 33**, she wins. It is the last digits of the score that matter.

*When you fill all 100 squares, that is \$1000 or more in sales!*

## TIPS FOR SUCCESS:

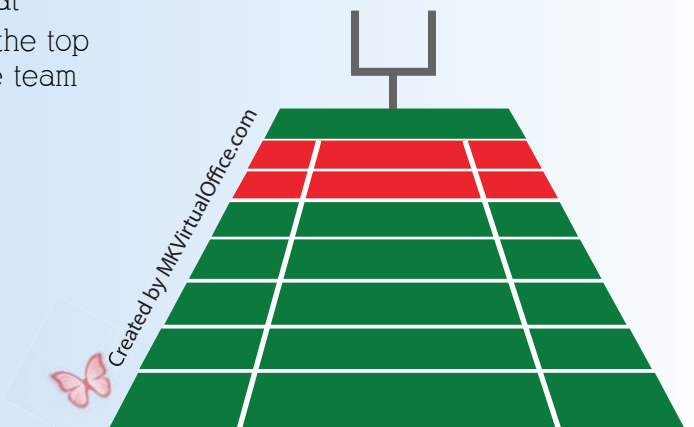
**1. Call all your clients.** If time is too short, email and follow up with as many as you can.

**2. Look at her profile card** to help her think of the things she might be running low on. Also, remind her that if she purchases \$40 or more they will get a Preferred Customer gift.

**3. It is never too late** to call them! You can call customers until the minute the game starts.

**4. Call men** for Valentines gift sales too.

**5. Take orders** from now **until** game time.



# 2024

## Superbowl Contest

### CHIEFS vs 49ERS



Qtr	Score	Winner
1st		
2nd		
3rd		
4th		

## Kansas City Chiefs

SAN FRANCISCO 49ERS

	_1	_2	_3	_4	_5	_6	_7	_8	_9	_0
_1										
_2										
_3										
_4										
_5										
_6										
_7										
_8										
_9										
_0										

