



# Super Bowl Contest

1. Sit down with your customer list and call as many as possible using 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 win \$25. in free product. If you have the ending score numbers you will win \$50 in free product!! ( If Carolina is winning at the end of the first quarter and the score is Panthers 14, Patriots 7.. The person with Panthers “4” wins the \$25 in free product.)

2. Take down her order. If she is within \$5 of getting another square, let her know. She just might add on to her order to get another square.

3. Once her ticket is written up. Ask her how she wants to pay for it.

4. Randomly pick squares and let her know what numbers she has. It is the ending numbers of the score that matter for this contest.

When you fill all squares you will have \$1,000 or more in sales!

Tips for success:

- Look at her past purchases and determine what she may be running low on. Also remind her that if she purchases \$40 or more she will get the PCP gift. (if you are participating on the preferred customer program)
- Example: If someone purchases \$28 in product she gets 2 squares
- You can call your customers right up until game time. It is never to late to call them.
- Carry the grid with you everywhere. You can get Sales and they can have the opportunity to get Free Product

TEAM 1:

1	2	3	4	5	6	7	8	9	0
1									
2									
3									
4									
5									
6									
7									
8									
9									
0									

TEAM 2: