



# Super Bowl Pool



Sit down with your customer profiles and call as many customers as possible and use the following dialogue:

*"Hi, \_\_\_\_\_, this is \_\_\_\_\_. Do you have a minute for me to explain a really fun promotion I am running? Okay, here's how it works.... I am doing a Super Bowl Pool. For every \$10 in product you purchase, you will receive a square on the grid. Just before game time, the numbers that go across the top and down the side will be drawn and listed on the grid. If you have the last digits of the score at the end of a half, you will win a great MK gift. If you have the ending score numbers you will win over \$50 in free product!!"*

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

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

Look at her profile card to help her think of things she might be running low on. Also, remind her that if she purchases \$40 or more she will get the FREE gift with purchase, if you are a part of the Preferred Customer Program.



## THE GRID

1. Put names of each Customer that purchases minimum \$10 in a square..... (for each \$10 she purchases, her name goes in an additional square. (ie: she purchases \$26—her name goes in 2 squares. \$102. her name goes in 10 squares)
2. At the beginning of the game, when you cut-off all orders, you will put numbers 1,2,3,4,5,6,7,8,9,0 in a bowl—draw one out and write the number in the 1st blank space at the top going across. Then draw again and put in second, etc. Repeat going down. Whatever the score is at the end of the quarter or 1/2, you will take the last number and follow down and across until the numbers meet. (If Giants are winning at the end of the first quarter and the score is Giants 14, Patriots 7...The person whose name is in the square where the 4 at the top (Giants) and the 7 going down (Patriots) meet will be the winner of the free product. (Go down from 4 and across from 7)
4. When you fill all 100 squares, that is \$1000 or more in sales!!!

### Tips for success:

- You can even call your customers right up until game time? It's never too late to call them.
- Carry the grid with you...everywhere. You can get sales and they get a chance at free product.

