



# BIG GAME

## POOL INSTRUCTIONS

1. Sit down with your customer profiles and 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. I have the Master Pool and the numbers 0 through 9 have been randomly assigned for each of the **49ers’ and Chiefs’** squares. If you have the last digits of the scores at the end of a quarter (for each of the first, second and third quarters), you will win \$25 in free products. If you have the final score numbers at the end of the game, you will win \$50 in free products!! (If the score at the end of the first quarter is **Chiefs 14, 49ers 7** ... the person with **Chiefs “4” and 49ers “7”** will win the \$25 in free product. It would be possible to win one or more quarters and/or the final score with the same square.)

2. Take down her order. If she is within \$5 of getting another square, let her know. She most likely will add onto her order to get another square.
3. Once the ticket is written up. Ask her how she wants to pay for it.
4. Have her pick an open square (left to right and top to bottom), write in her name and let her know what numbers she has. It is the ending numbers of the score for each team that will matter.

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

### *Tips for success:*

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. (PCP)

Example: If someone purchases \$28 in product, they get 2 squares. You can even call your clients right up until game time... **Feb 2<sup>nd</sup>**. It's never too late to call them.

