



BEST FISHING TECHNIQUES

Your Tackle Box & Bait:

- STACK YOUR CONTAINER!!! ALWAYS have completed cards or forms already in your bowl/box.
- Make sure your bowl/box as well as cards or forms are clean and neat.
- Update the look (wrap box in a new color of the season or change the bowl).

Go to The Fish:

- Out at a restaurant? Discreetly place box in the women's room when you arrive and pick it up when you leave.
- Frequent a business on a regular basis? Ask to leave your box for a few days and then return to pick it up.
- Rotate two or three boxes through several businesses continuously leaving only a few days at a time...
- Bring box to kids/grandkids sporting or school events and offer a product as a door prize selected from one of the cards/forms filled out.
- Offer box to a friend or associate in another business that is doing their own client event along with a product give-away to add to what they are doing.
- Standing in line, anywhere... just have it with you "on your way to drop it off or having just picked it up" and let people enter right there with you.
- Going to dentist, doctor or other appointment with a waiting room? Leave it on the magazine table and get it on your way out.
- Silent Auction: Whenever you offer a product package for a silent auction, tell the organizers that your box is part of your offering presentation (be sure to have plenty of cards/forms).
- Neighborhood Gathering: Whether it is a block watch meeting, group garage sale weekend, clean up, or picnic... put your box at the refreshment station.
- Car Wash or Oil Change... place your box near where you are waiting... fill out a card/form yourself and watch how others will do the same!

Reel The Fish In:

- Only reel in what you know you need... you don't want the fresh catch to spoil.
- Contact EVERY person who filled out a card/form within 48 hours of picking up your box.
- When leaving a message let them know that "they are the winner of your spa event and to redeem you will need to hear back from them right away otherwise another winner will be chosen". *Build value and excitement while creating urgency.*
- Schedule the spa event within two weeks of making contact with each "winner"

How To Talk To Your Fish:

- With all the excitement in your voice...
"You are one of our winners!"

Make sure you say one of... you never know if a couple of friends have entered your drawing at the same time.

"Give us a call back... our number is 925.555.1212, if you are unable to schedule your Spa Event, please let us know and we will select another winner".

Make sure you use "we" and "us"... they are more likely to book a spa with a company than an individual.

How much does it cost?

"The cost has been covered by our company"

And lastly...

"Our company has given us a great gift to give you at your spa"... the neckwrap!

LET'S GO FISHING!!