



## ROAD TO THE SUPER BOWL

September – December 2003

**You have been drafted!**

### Your Goal...

To help our company win the Super Bowl by increasing sales between now and 2004!

### Your Game Plan...

To score as many points as you can to earn Pro Bowl status, and become the Most Valuable Player of your group!

## The Winners

Most Valuable Players win a 5-day trip for two!

- ▶ Most Valuable Player—Department 1 Sales Leader, most points scored
- ▶ Most Valuable Player—Department 2 Sales Leader, most points scored
- ▶ Most Valuable Player—Department 3 Sales Leader, most points scored

Pro Bowl Team Players win a Gift Certificate for \$250

- ▶ Any Sales team member gaining 1000 yards or more
- ▶ Any manager gaining 250 yards or more



See Rules of the Game



## Mission and Objectives

To achieve the highest level of customer and teammate satisfaction by providing premier products and services.

To implement a sales contest designed to reward enhancement of client satisfaction through identification and presentation of the appropriate product to meet the client's needs. To enlist the aid and support of appropriate partners and to accomplish this task in a fun and focused manner.

## RULES OF THE GAME

2003 Season September 1, 2003–December 31, 2003

Eligible players: Sales Representatives and Managers

### Points System

Touchdown = 100 yards = 6 points

- ▶ A yard is equal to a certain amount of new business.

Example: This much sold equals that much first year's fees. This is equal to 90 yards.

- ▶ A yard is equal to a percentage of a non-recurring fee.

Example: This much fee produces that much income. This is equal to 50 yards.

- ▶ Touchdowns are calculated on total yards divided by 100, with no fractional touchdowns.

Example: 599 yards = 5 touchdowns x 6 points = 30 points.

Field Goal = Sale of a Designated product = 3 points

Conversion = Each team member who contributes to a successful team sale = 2 points

Extra Point = Successful Sale of a certain type = 1 point

*Teamwork is the key. You are encouraged to take advantage of your resources, such as Sales Specialists. You will receive full credit toward points for all business associated with these resources, assuming active, measurable participation in the sales process.*



## Winning levels

### Monthly Award for most points scored

- ▶ Department 1 MVP of the Month Award\*-\$100 Gift Certificate
- ▶ Department 2 MVP of the Month Award\*-\$100 Gift Certificate
- ▶ Manager MVP of the Month Award\*-\$100 Gift Certificate

\*Minimum qualification for MVP = 10 yards = first and 10

### Season's Winner for most points scored

- ▶ Department 1 Most Valuable Player of the Season Award\*\*-Trip for two
  - ▶ Department 2 Most Valuable Player of the Season Award\*\*-Trip for two
  - ▶ Manager Most Valuable Player Award of the Season Award\*\*-Trip for two
- \*\*Minimum qualification for trips = Pro Bowl status
- ▶ Pro Bowl Player-\$250 Gift Certificate at the season's end for each Sales team member scoring 1000 yards or more and for each Manager scoring 250 yards or more



## Awards

Gift certificates may be redeemed online to a wide variety of retail or online stores or entertainment

Five-day trip for two--Your choice of Cancun, San Francisco or a Caribbean cruise

## Reporting

- ▶ Submit the attached Score Card to your Department Scorekeeper by the fifth business day after the close of the month
- ▶ Monthly MVP Awards will be based on that month's point totals, and only business booked prior to midnight of that month-end will be counted

---TOUCHDOWN!---



