

HOW TO RUN AN EFFECTIVE CONTEST

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7 Diamond Designers

Things to keep in mind:

- * You have to know what **motivates** your people. Find out **why** they signed up, and **what** they want to accomplish. That will give you some insight into what motivates them.
- * Contests should **stretch** your people to get out of their comfort zone.
- * Sometimes running a particular contest can tell you something about your people.
- * Don't be surprised that **MOST** people will pay little or no attention to your contests! The same happens when Premier runs contests.
- * Don't be concerned that the **SAME** people always win! They're your future!
- * Don't let it frustrate you that others don't run contests! Build YOUR business!
- * Know the process for running a Contest: Take time to think and plan it out, know what it will cost, get people excited about it, and reward them.

1. Determine **WHO** you want to motivate and recognize.

- * 1st Level
- * 10-10-10
- * Specific Jeweler

2. Determine **WHAT** you want them to attain.

- * The contests should be activity based. This means the activities are ones the jeweler has greater control over.
(i.e. increase home shows from 0-2 or 2-4, increase retail from \$2,000-\$3,500, do 1-on-1s, Sponsor in 60 days, make Builder, Designer, or Diamond promotion, attending Training or Rally.

a. For New Jewelers:

Get ___ Bookings in the next 5 days. (Give them pkg of catalogs.)
Set up ___ 1-on-1s in the next 2 weeks. (Give them pkg of Mktg Plan Handouts.)
Do ___ Home Shows in 30 or 60 days.
Do ___ amount in retail in 30 or 60 days.

b. For a Jeweler who wants to make Builder:

A good contest would reward the Jeweler first for doing 1-on-1s and bringing guests to OPs, second for Sponsoring.

c. For a Jeweler who wants to make 1 Diamond:

A good contest would reward her for working with (i.e. training) her downline jeweler who wants to become Designer.

3. Determine **HOW MUCH** you can afford to spend.
 - * Generally speaking, 10% of the commission received.
 - * If it is for a Diamond promotion, it should increase in expense.

4. Determine the **PRIZES** you will give.
 - a. Something specific:
 - * Certificate, pin, ribbon, plaque, trophy, etc.

 - b. Something for their business:
 - * Order forms, catalogs, OP brochures, Jewelry, etc.
 - * Order from Jewelry Supply Sources – Neck stands, bracelet bars, etc.
 - * Order from Office Supply Stores – folders for Home Shows, calculator, easel flip chart, briefcase, gift certificate, etc.
 - * Order Showcases, Mandy's, etc.
 - * Cash for Rally (meals or hotels), Annual Renewal, Samples, etc.

 - c. Something personal:
 - * Book or video
 - * Gift certificate to favorite store
 - * Maid for a day
 - * Premier logo wear
 - * Spa gift certificate
 - * A night out at their favorite restaurant
 - * Movie tickets
 - * CASH!

5. Determine if you want to run **INDIVIDUAL CONTESTS**.
 - a. These contests target specifically what Jewelers are struggling with, and focus on specific activities that will take them from where they are to where they need to go.

 - b. Steps are small, short term and measurable. Prizes are also small and immediate.

 - c. Examples: not getting bookings at shows: listen to a training = pkg of Style Guides, come do role play with me = get a stretchy ring & chocolate!, observe 2 other master booker home shows = get another stretchy ring and pkg of mini catalogs, book 3 shows and coach them - get a \$25 retail jewelry cert!

 - d. Could be for any area of business: sponsoring - help with closing, getting appts. Etc
 Ideas for small prizes include: Stretchy rings, chocolate, Starbucks gift card, display items, booking tools, hostess incentives, etc.