

Mary*K*Opoly

Sales Meeting Idea: Purpose—to get your consultants working on the phone, booking and selling.

Directors need to bring: Mary*K*Opoly board, Dice, monopoly money, sales tickets, local phone books, cell phones, postcard stationary, Pens, and Treasure chest cards.

Have consultants bring: cell phones, customer and prospect list phone numbers.

Set up large square in meeting room with tables. Have a space large enough that the consultants can walk around it. You will make the game board with poster board. Put a 'banker' in the middle of the tables, where your 'treasure chest' cards are located.

How to Play: Consultants come up with their own 'game piece', which is a piece of jewelry, keys, something out of their purse. You give them 40 minutes. Everyone begins with \$200.00 and one 'get out of jail free card'. (Have them make their own upon arriving at the meeting.) They roll one dice, and proceed from the "GO" space, when they land on given square, they must complete the activity. The object of the game is to see who can come up with the most money at the end of 40 minutes. There is a prize furnished by directors. (We had a velocity sales aid package, as they couldn't order it yet, so it was a coveted prize). They don't have to play in order, they just roll the dice and go. If you have several dice, it makes the game go quicker. As soon as they complete the activity they redeem their money with the banker, and throw the dice again. To get out of Jail, they have to raise 'Pink Bail' which is selling a product to one customer.

Our Results: Two booked 6 classes each, for a total of 26 classes that night. Collectively they sold over \$600.00 that night, and we didn't count all the facials and interviews booked.

Some of our comments were:

"I guess this is what you mean by 'working' on the phone'. She booked six classes.

"We should do this once a month, it was a reason to book and was fun!"

It was hilarious to listen to them on the phone with prospects and customers. We heard them say "I'm in jail.....well kind of... we are playing this game and I have to book a class to get out of jail..."

Guests are the bankers, and keepers of the Treasure Chest. They are also the cheering section.

Game Board. I made all the squares on Publisher and glued them to a poster board, which was cut in half. The following is a step by step process around the entire board.

GO Corner: "Great Opportunity". Pass GO and collect \$200.00

Space 1: Book any type of selling appointment and collect \$200.00. If no appointment booked, go to MK Jail.

Space 2: Write One of your Customers a thank you note. (a former hostess, good referral, etc.) Collect a blessing from the heart.

Space 3: Visit the Treasure Chest

Space 4: Call for One Reorder. Collect \$50.00.

Space 5: Book Skin Care Class. Collect \$500.00. If no skin care class booked, go to MK Jail.

CORNER: MK Jail.

Space 1: Book a customer for a glamour update. Collect \$100.00. If no appointment booked, go to MK jail, do not pass go, do not collect \$200.00.

Space 2: Book a Facial with someone who wears glasses. If nothing booked, go to jail, etc.

Space 3: Book ANY type of selling appointment. Collect \$100.00. If no appointment booked, go to jail.....

Space 4: Visit the Treasure Chest

Space 5: Call for One Reorder. Collect \$50.00 when you get a reorder.

Space 6: Confirm with Client or Listen to Mary Kay Marketing Tape. Collect \$100.00 if accomplished.

Space 7: Book a Facial. Collect \$300.00. If no facial booked, go to MK jail. Etc..

CORNER: GO-GIVE Jackpot. If they land on this they receive the money in the jackpot. If no money in yet, they receive \$200.00

Space 1: Book in interview with a prospect. Collect \$100.00 if accomplished. If not, go back three spaces.

Space 2: Book a Nail Care Class. Collect \$100.00. If no appointment booked, go to MK jail, etc.

Space 3: Write someone in your Family a love note. Thank them for their support of your business. Collect a blessing from the heart.

Space 4: Visit the Treasure Chest.

Space 5: Book Skin Care Class. Collect \$500.00. If no appointment booked, go to MK Jail

Space 6: Call for One Reorder. Collect \$50.00 when you get a reorder.

Space 7: Book One interview with a prospect. Collect \$100.00 if accomplished. If not, go back three spaces

CORNER: Go to Jail. Do Not Pass GO Do not Collect \$200.00.

Space 1: Book Skin Care Class. Collect \$500.00. If no appointment booked, go to MK Jail, etc.

Space 2: Write a note of encouragement to one of your recruits. If you don't have a recruit, go back five spaces. Collect a stronger relationship!

Space 3: Call for One Reorder. Collect \$50.00 when you get a reorder.

Space 4: Visit the Treasure chest.

Space 5: Call for One Reorder.

Space 6: Book one the following for any kind of appointment: Hairdresser, Neighbor, Church friend, bank employee Medical Professional. Collect \$100.00 or go to Jail.

Space 7: Confirm with Client to Listen to MK Marketing Tape. Collect \$100.00 if accomplished. If not, go back three spaces.

Treasure Chest Cards

Go to a Director and give her the Four Point Recruiting Plan. \$200.00 if correct. Pay \$50.00 to jackpot if wrong.

Who is the new CEO of our company?
\$200.00 if correct answer. Go to Jail, if incorrect answer.

Did you attend Mary Kay Career Conference this year.

Yes—you win \$100.00
\$25.00 penalty to jack pot, if you did not attend.

Did you enroll in the previous PCP program, or are you already enrolled in the current PCP.
WIN \$100.000—Yes
Penalty of \$25.00 for no. Money goes to Jack pot.

Do you have Mary Kay selling or recruiting appointments set for this week?
\$500.00 if yes
If no, go to MK Jail

Were you a star consultant last quarter or already one this quarter?
\$500.00 yes
NO—go to Mary Kay Jail.

Go to a Director and recite the Golden Rule
Win \$200.00 if right
\$50.00 penalty if wrong. Goes to Jack Pot

Did you hold a Facial or Class last week?
Win \$500.00 if yes. Go to Jail if no.

Do you have a skirt or dress on tonight.
\$500.00 Yes
\$100.00 penalty for no. Money goes to Jack pot.

Did you sell \$100.00 last week in Mary Kay?
\$100.00 Yes.
\$25.00 penalty to jack pot.

Did you turn in your Mary Kay weekly accomplishment sheet tonight?
Win \$200.00 if yes.
If no, \$50.00 penalty to Jack Pot.

Were you On-Time to tonight's meeting?
Win \$100.00 if yes. Pay \$25.00 penalty to Jack pot, if no.

Are you registered for Seminar. (Or for any upcoming event)
Win \$500.00 if yes. Go to Jail, if No.

Do you Have Mary Kay Nail Polish on.
Win \$100.00 if yes. Pay \$25.00 penalty to jackpot, if no.

Did you attend Last Monday Night's Sales Meeting?
Win \$200.00 if yes.
Pay \$50.00 penalty to jack pot if you were absent.

Name the Three Priorities in Mary Kay.
\$100.00 if Correct. Pay jackpot \$25.00 if wrong.