



Contest Description

Agents compete to earn the most points by completing actions that will lead them to a pot of gold. Point generating activities build upon ideas and best practices shared during sales meetings and Lunch & Learn workshops. By rewarding behaviors rather than just sales, the playing field is level for new and experienced agents.

Objectives

- Create and reset good habits that lead to higher production
 - Experienced agents fine-tune their foundation
 - New agents develop positive routines and habits
- Create a collaborative and social learning environment
- Enhance office culture

Evidence of Success

Measure your contest's success in the following areas. Be sure to share relevant results with your agents.

- KPI (key performance indicator) tracking YOY (year of year)
- Enhancement of each agent's business tools portfolio
- Agent participation level
- Agent satisfaction based on post-contest feedback

Contest Instructions

STEP 1: Contest Logistics & Promo Flyer

- Review Spark & Logic's [Best Practices for Great Contests](#).
- Determine the dates for your contest. TIP: *4-6 weeks is optimum – long enough to gain points, short enough to maintain interest.*
- Identify the prizes you will give away. Typically, a contest will have 1st, 2nd, and 3rd place prizes. These do not need to be extravagant. Possible prize ideas: gift card, car wash tokens, gift certificate to a local restaurant, cash, branded apparel, marketing materials, credit against the agent's office invoice, RVC (Resort Vacation Certificates), gas card, spa day/round of golf/leisure activity, lottery tickets, preferred parking space at the office, owner/manager hosted dinner party.
- Customize the [promotional flyer](#). Save your flyer as a PDF before emailing to maintain proper formatting.



Pot of Gold Contest Instructions

STEP 2: Office Decorations

Your enthusiasm is contagious. Start by creating a fun environment. You can find inexpensive items to enhance your décor at a dollar store, www.orientaltrading.com, or a party decorating store. Plan on having your contest wrap up the week of March 17th and embrace a St. Patrick's Day theme. Decorate using rainbows, leprechauns, four-leaf clovers, and pots of gold. Chocolate gold coins and other themed refreshments are a great idea too.

STEP 3: Contest Scoreboard

Prepare a contest scoreboard. This is where you will track and post the weekly results. You can do this on an Excel spreadsheet, dry erase board, poster board, etc. Make sure to post this information where all agents can see the weekly standings. Keep your scoreboard simple:

- Agent name
- Points this week
- Overall points

By displaying weekly points as well as overall points, more agents can share in the limelight.

STEP 4: Promote Your Contest

- Post/share the promotional flyer two weeks before the start date so agents are aware of the upcoming contest. Send the promotional flyer via email and post a printed copy in the office breakroom or near agent mailboxes.
- Share the flyer during at least one sales meeting before the start of the contest.
- Determine the contest start date and how everyone will receive their [Activity Tracker](#) sheets. Read through the Activity Tracker so you are prepared to answer questions about the contest.

STEP 5: Agent Sign-Up

Post the [Agent Signup Sheet](#) in your office. Provide an opportunity for agents who are not regularly in the office to sign-up (i.e., email the manager or use a Google Form).



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STEP 6: Start Your Contest

Start the contest at a sales meeting.

- Decorate the room and play upbeat music before the start of the meeting.
- Hand out [Activity Tracker](#) sheets to the agents. They will need one for each week you are running the contest (i.e., six tracker sheets per agent for a six week contest). You may also provide the tracker electronically if you wish to go paperless.
- Ask the agents to date each Activity Tracker sheet (see "week #" in the upper right corner).
- Go through the activities and answer any questions.

Discuss the basic rules:

- The contest uses the honor system.
- Designate the day of the week the Activity Tracker sheets need to be turned in. Choose a turn-in date that is 1 or 2 days before the weekly meeting so there is time to total up points and post on the scoreboard. Use the same day every week.
 - Example: Sales meetings are on Tuesdays. All weekly Activity Trackers must be turned in on Monday by noon.
 - Use the [Manager Master Tracking Sheet](#) to keep track of points. TIP: *Delegate the collecting of points and updating of the scoreboard to a staff member.*

STEP 7: Sales Meeting Updates

- Decorate the room
- Have the contest scoreboard ready
- Congratulate agents on accomplishments
- Recognize weekly top point-earners, as well as overall top point-earners

STEP 8: Contest Wrap Up

In the last week of the contest, keep the scoreboard secret until the big reveal. Make a show of awarding prizes. Be sure to take a photo of the winners as well as the entire group. Share pictures and videos on social media, your company's intranet website, company newsletter, breakroom bulletin board, etc.

STEP 9: Evaluate Your Contest

Take some time with your management team to evaluate what went well and how you can improve your next contest. Also consider obtaining agent feedback through surveys and informal discussions.