

Mini Spa* Lead Generator

Are you having problems generating leads? Or, would you like to generate leads while you're not at the store, too. If so, put those extra, holiday mini spas to work! Last week, a sales representative generated 25 leads, 8 of which selected "plan on purchasing spa in Spring/Summer '05."

NOTE: NO LEAD GENERATING PROGRAM IS GOING TO BE SUCCESSFUL, HOWEVER, IF YOU DON'T FOLLOW THROUGH!

How to use Mini Spas to Generate Leads

Set up a mini spa promotional display at the beginning your next Spa Road Show Event.

Display should include:

- Mini hot tub (doll inside makes display more appealing, but works fine without doll, too)
- Clear plastic frame with flyer promoting drawing inside (stand up type frame works best)
- Bucket or box to drop entry forms inside
- Stack of entry forms and pens

Hold drawing every Sunday morning

- (Sunday morning drawings give you time to follow up on leads acquired throughout week while you are still at event)
- Call winner and let them know mini spa will be left at special services desk
- If winner is in market for spa, make sure you schedule an appointment or answer all their questions

Lead Follow Up

- Sort through entries for those marked in "the market for a hot tub" and call them immediately.

Sample script:

Hi _____. This past week you entered the drawing at Home Depot for a mini hot tub.

I'm sorry you didn't win the mini hot tub, but I:

- *Noticed that you are in the market for a hot tub this summer/fall. We have got some great promotions going on right now. I'll be at Home Depot today until _____; may I schedule an appointment for you to come in this afternoon?*
- *See you requested our factory tour DVD. I have some on hand. Would you like to stop by this afternoon and get one? What time works best for you?*

Inform those who don't schedule appointments that you'll mail a DVD. Send DVD along with note highlighting current promotions. FOLLOW UP BY PHONE TWO DAYS AFTER YOU THINK THEY RECEIVED MATERIALS.

Use drawing entries to develop a mailing list. Every month, send out a flyer listing current promotions, where you are hosting a road show event and your contact information. You never know when your diligence will pay off!

IMPORTANT

If you're not personally going to follow up with these leads, then make sure you fax or email leads to Diane Daniels (IMAGE phone room manager) at 972 290-2892, ddaniels@keysbackyard.com or give them to your area/regional manager. (Find out from your manager what he/she prefers).

Make sure lead referrals include:

Name, address, phone number and other pertinent information such as: when customer plans to buy spa, if DVD needs to be sent, etc.

***Mini spas may still be stashed away in cupboards at your assigned Home Depots. If so, grab them and use them! Otherwise, ask your area or regional manager if they have extras.**

