



rainbow® Dream Month

OCTOBER 2015

Suggestions for Advanced Preparation for Dream Month Saturdays

Objective:

Dream Month is an opportunity to use the buildup for a cause as a methodology to grow your business. The idea of Dream Month is not only to have a good month but a good year! In order to have a good Dream Month, you must have a plan and prepare for the event in advance. This buildup to Dream Month promotes focusing on the fundamentals as a platform to have a best day and potentially your best month in business.

People Tips:

- Start with each office having a Dealer Power Goal for the month of October
- People Power thermometers on the wall to chart progress
- Tracking sheets used as a communication tool for COE, RGD, SD and AD
- Put someone in charge of yes card collection and weekend confirmations
- RGD sends their tracking sheets to COE and subs send to RGD each week to review and help reach goal
- Special plaque for each office that hits their Dealer Power Goal
- Answer Book and Yes Book recruiting tools sent to each office in Dream Month format 6 weeks out
- Dream Month talent scout clinics once a week
- Offer a bonus for the trainer to hit their Dealer goal

Extra Helpful Tips:

- Buttons, wristbands, Dream Month stickers for the box to promote the Campaign to customers
- Offer extra promotions for training class attendees 2 weeks prior to Dream Month
- Each Region should have a group goal for Dealer Power number

Places Tips:

- Hold Marketing Director meetings or Academies once a week for the 3 weeks leading up to Dream Month
- Have individual lead bank numbers calculated to promote phone activity
- Organize special registration parties with someone in charge everyday 2 weeks out
- Have an office lead bank goal in place to start Dream Month
- Locate any local public exhibits for all offices thru www.fairsandfestivals.net
- Organize phone times for Dealers each week of Dream Month to prepare for Saturdays
- Post lead and appointment goals for Dealers on the wall
- Extra phone people man hours to build extra appointments
- Send promotional material to spouses to advertise Dream Month
- Organize phone parties that are Dream Month themed
- Create a flyer offering new attachments for demos from all existing customers of current Rainbow
- Follow-up call to all customers who received a product flyer prior to Dream Month to try and gather more Green Lights
- RGD monitors appointment buildup with their sub-Distributors every day during Dream month
- GSD involved with Team Goals and all buildup of appointments and Dealers

Promotion Tips:

- Promotions to customers for instant set appointments that starts 3 days before and all Saturdays for M.D. to have extra incentives to offer customer to pull Green Lights
- Appointment Setting Contests
- Contest for registrations each week
- Add your own gifts to supplement the prizes on Dream Month flyer for 3+ demos
- Offer Dealer prizes for sales made on Saturdays during Dream Month at different levels
- Do your own local drawing for a Grand Prize for those that do 3+ demos in your organization
- Create a Yes Card contest to promote Talent Scouting
- Create a special instant set contest for instant sets during Dream Month including a special bonus for customers who give instant sets on Saturdays
- Offer extra merchandise in package for those who purchase on Saturday during Dream Month
- Possible Talent Scout double letter credit for sale during Dream Month to encourage sponsors to make sure their Talent Scouts are working those Saturdays
- Contest your organization for fully completed lead sheets for the September weeks leading up to October
- Possible double equity demo credit for Saturday demos during Dream Month
- Advertised themed and office dressed up for phone parties with contest for bookings
- Contest your M.D. for Green Lights pulled and reaching daily goals in Dream Month
- RGDs to share Dream Month contest ideas on weekly conference calls 3 weeks out
- Extra recognition at monthly banquet or meeting for top performers during Dream Month
- Contest your trainer for getting extra Saturday Fast Start demos during Dream Month
- Display all prizes for visual impact

Peek Tips:

- Monitoring status on new Dealer growth is crucial
- Staying on top of lead tracking and appointment setting for all Saturdays in October is vital

Dream Month Saturday Tips:

- Breakfast meetings to promote contests and getting everybody busy calling, running demos, registering or just knocking in
- Office open all day each Saturday in October and into late evening to show dealers and management your commitment level
- Food all day long on Saturdays at office so Dealers don't go home
- Expanded hours for Marketing Staff
- Distributor should talk to every customer for all Saturdays Demos
- Encourage Dealers to come back and make calls if demos do not hold up
- Make sure everyone is committed for the whole day and evening each Saturday
- Positive news texts and Facebook Posts sent out constantly for momentum

General Tips:

- The last 2 weeks prior to Dream Month - emails, texts or faxes sent out with reminders of the day-to-day action steps for distributors to keep them focus central to the buildup
- It is the atmosphere that the distributor creates that will be in direct proportion to the results achieved
- It's all about a company common cause for everyone to totally buy into - from the Dealer on up to Distributor that will yield the best results
- It builds confidence and the higher numbers raise expectation levels in people's minds for the next one
- It is a total exercise in influence much like what is needed for the teamwork of a sports franchise