
**TABLE OF CONTENTS**

Introduction	When something is rewarding, it gets done.	xiii
Chapter 1	Why Have Games? The only reason to run a game or a contest is to improve a sales metric or a selling behavior.	1
Chapter 2	Elements of a Game Begin with the end in mind.	7
Chapter 3	Selling the Game to Your Staff You can't light a fire with a wet match.	15
Chapter 4	Making Your Case and Establishing a Reward System Make an offer they can't refuse.	23



Chapter 5	Fun and Games!	41
	And the winners are . . . (See the following page for a list of games and page numbers. Each game may have one or more variations.)	
Appendix A	Rewards	257
Appendix B	Retail Training Resources	261

<http://www.pbookshop.com>

LIST OF GAMES WITH PAGE NUMBERS**Individual**

"21" **46**

Save the Sale **48**

Up, Up, and Away **50**

Sell Them All **52**

Buried Treasure **54**

Pot o' Gold **56**

Treasure Chest **59**

Strung on a Line **61**

Pass the Buck **63**

Selling High and Low **65**

The Big Drawing **67**

Save a Dog **69**

Item du Jour **71**

Mystery Prizes **73**

Clue! **75**

Beat Last Year **78**

And They're Off! **80**

Let's Play Golf **83**

Miniature Golf **86**

A Contest at Christmas **88**

No Fun to Lose **91**

Sales Poker **93**

Guess and Get **95**

Points per Transaction **97**

Hangman **99**

Make the Match **101**

The Auction **103**

Grab-Bag **105**

Promote a Category **108**

The Money Pin **110**

BINGO! **113**

Sabotage **116**

Win the Lottery! **118**

Profitmakers **121**

Wheel of Fortune **123**

Let's Make a Deal **126**

Secret Squares **128**

The Puzzle Game **130**

Secret Item **132**

Monopoly **136**

H-O-R-S-E **138**

Hidden Words **141**

A Day at the Races **145**

Tour de Sales **148**

10K **151**

Items-per-Sale Pennant **153**

A Winning Pitch on a
Losing Item **155**

The Bowling Game **157**

First In, First Out **160**

Count-Down **162**

Tic-Tac-Toe **164**

Add-on Madness **166**

Scrabble **169**

Group

Follow the Yellow Brick Road **171**

Moonwalk **175**

Ghost **178**

Store Challenges **181**

Batter Up! **183**

Tug of War **186**

Feed 'Em Beans! **188**

Touchdown! **191**

Sold by the Yard **193**

Combat **196**

Making Connections **200**

Selling Around the World **202**

Championship Series **205**

Items-per-Sale Contest **207**

Go for the Gold! **210**

Skill

Scavenger Hunt **214**

Opening the Sale Game **216**

The Probing Game **218**

Probing Questions **222**

Guess the Item **224**

Prices by Memory **226**

The Product-Feature Game **228**

Name that Product **230**

The FABG Game **232**

FABG Scramble **235**

The Add-on Game **240**

Adding-on-to-Close! **242**

The Personal Trade Game **245**

Question-and-Answer Game **247**

Retail Jeopardy **249**