

Top Couples Countdown

Builds Excitement and Awesome Sales Results

Mark Beckmeyer, the Computer Club advisor at Centralia High School in Centralia, IL, told us about the most successful strategies he uses to build excitement and generate awesome sales results.

MORNING ANNOUNCEMENTS

Mr. Beckmeyer makes extensive use of morning announcements. Here is one example:

"Data Matches are in!!! Today through Wednesday during all lunch periods Data Match forms will be available in the cafeteria. Printouts showing the 10 most compatible persons of the opposite sex and 10 best friends of the same sex can be obtained for your own grade and for all other grades. Don't miss out; Valentine's Day is just around the corner! Don't be left without your own special Valentine."

TOP COUPLES COUNTDOWN

This is really a great idea and has proven to consistently get students interested. For the Traditional Program, the Top Couples Report is printed listing the top 10 couples (boy and girl) whose answers to the survey questions matched the highest percent of the time. For the Exo-Max and Eco-Friendly programs, this report can be produced and printed at school using the new Data Match Print Program -- see http://www.data-match.com/DM_Print.asp

Using this report during morning announcements, Mr. Beckmeyer's Computer Club members, start revealing the top 10 couples during the week leading up to their sale. For the Eco-Max and Eco-Friendly programs, you would do this during the actual sale week.

In his words, it works like this: We usually count down from 10. Here's a sample of some announcements we have used in the past.

Day 1: Today, we begin the "Top Couples Countdown" showing the couples at CHS whose answers matched the highest percent of the time.

In 10th place are – (insert names), in 9th place are: (insert names). Continue listening tomorrow as we move up the Top Couples List at CHS.

Day 2: The next day we continue the list, announcing 8th, 7th and 6th place couples.

Day 3: On the final day we say, "And now, the TOP Five couples in the CHS Data Match Top Couples Countdown!" We list the 5th, 4th, 3rd and 2nd place couples. "And now, ladies and gentleman, the top Data Match couple at CHS is (insert names)!"

For the Eco-Max and Eco-Friendly programs, you can print the Top Couples List using the new Data Match Print Program. For the Traditional Program, it can be downloaded by the advisor from our web site.



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