

# Tower of Treats

By Bonnie Hall

## What you will need:

**Four nice plastic boxes.** (I used the colored ones from the container store.) You have the largest one on the bottom, next to the largest third, and your smallest one is on top.

For the top box, I use jewelry cleaning cloths (or something that cost approximately \$1.00 to \$2.00)

For the second box, I use keychains (the cost is \$2.00)

For the third box, I use sunglasses. (You can get items from the incentive store.)

For the fourth box, I use the nice jewelry pouches from the incentive store.

**You can also put scarves in one of the boxes. It just needs to be something that they really want and can't get.**

## What I do:

I show my tower of treats and I say, "Ladies, if you purchase two or more items today, you can get something from my top box." Since I have jewelry cleaning cloths in there, I always say, "every lady that owns jewelry, **needs** a jewelry cleaning cloth." I create a need for the things that are in my tower. **Elizabeth Draper says, "sell the sizzle."**

NOW, LADIES, if you buy three or more items you not only get the cleaning cloth, you also get a keychain. If you purchase four or more items, you get the cleaning cloth, keychain and sunglasses. If you purchase five or more items you get everything in my tower.

I got this idea from Elizabeth Draper. I went out and bought the exact boxes that she was using. **This has really increased my retail.** Before this, I would give a discount on the third item, but that didn't work as well as this does. Most of my downline is doing this now, and it is working for everyone. It costs me around \$10 if they buy five or more items, but most of the time they have spent over \$100 on jewelry when they get all four things.