



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com



Soccer Challenge Standard Operating Procedure





Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com



Table of Contents

1. Glossary
2. Game Rules
3. Selling Your Game
4. Game Selling Phrases
5. Replay
6. Making Game appealing to Guest
7. Display and Signage
8. Choosing Plush / Cost of Goods
9. Opening and Closing Procedures
10. Parts / Contact Information



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com



Glossary

1. Stock/Plush – Items that you put in your game to give away to guest.
2. Flash/Display – Plush that you put onto the wall, shelves, and cubby holes for guest to see what they can win.
3. Player – Person/guest who gives you money to play the game.
4. Replay – After a game/race has been played you ask the people to play your game again.
5. Operator/Attendant/Employee – Person who works/operates the game so the guest can play.
6. Winner – Person who was the first player to the opposite side.
7. Trade – When a guest has enough of the small items from that game to give back to the attendant for the larger choice item.
8. Game Selling – This is when the operator/attendant tells the guest about the game and what they can win.
9. Up-Selling - Making the guest the customer to other options that were perhaps not considered.
10. Incremental Revenue – Gaining plays/money that the guest might not have originally planned on playing or spending.
11. Interact – When guest is at game you want to talk with them and make it an enjoyable experience.
12. Discontinued – Items no longer available for the game.
13. Onlookers – People who walk by and look at your game., potential players.



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com

Soccer Kick

Pricing:

1 Play for 15 SAR

Rules:

- Player must kick ball into the net past the goalie.
- Player wins Choice Prize!
- Player must stand where the attendant tells them to stand.
- Ball must go in and stay in the net in order to win.



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com



Selling your Game

When you place an operator into the game you want them to interact with the guest when they walk by . This will help draw attention to your game.

- Always stand in the middle of your game, where you are most visible to guests. You do NOT want your employee off in the corner which could make the game look closed.
- When guests walk by, explain how the game works and what they need to do to win a prize.
- Hold plush in your hands, preferably the choice prize as you interact with guests.
- Always smile and be friendly and approachable by guests.
- Remember to make a BIG DEAL of the winners, this attracts onlookers, onlookers make players.
- “Amazing job!, Congratulations you are a winner!”
- Be a “Cheerleader” for the guest: (i.e.-“That was close!”, “You almost had it!”)



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspacracers.com

Game Selling Phrases

When guests walk by your game, as you demonstrate the game you can also use the following phrases to try to attract guests to your game:

- "All you have to do is kick it pass the goalie into the net and win a prize."
- "We have had winners through out the day, will you be the next?"
- " Do you have what it takes to kick it past the goalie?"
- "Are you quick on your feet, can you dribble with the best? If so come on over and show us what it takes to win this game."



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

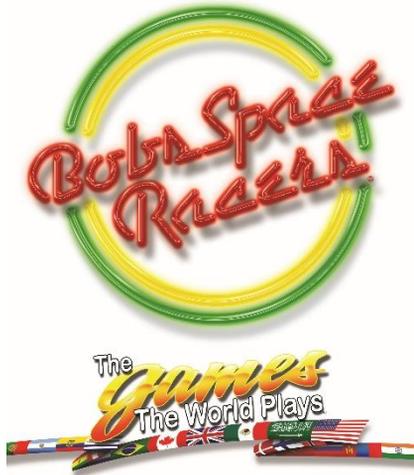
Phone: 386 677-0761

Website: www.bobspaceracers.com

Replay and Upselling

After each game is played you should always ask for the replay. Replay plays a major roll in your incremental game revenue. You are taking one 15 SAR play and turning it into a 30 SAR play. It is easy to get them to play once, but a second time is a little harder, especially if they did not win. Try the following to increase your chances:

- Create an exciting experience for the guest.
- Cheer them on as they play.
- Congratulate and make a BIG DEAL if they win.
- Give them tips on how they may win the next time, if they loose.
- Interact with the guest as they are playing.
- Always ask a guest if they would like to play again.



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com

Making your game more appealing to guests

- Only display plush that you are currently distributing from the games.
- Avoid pulling any stock down from the walls or display. If you are completely out of that type of stock, pull that piece down, but try to replace it with a different piece of stock. Then contact a manager as soon as possible to refill your stock and fix your display.
- Keep stock organized in your game, do not mix the two different sizes of prizes in your game display. This will confuse the guests as to what prize they will win.
- Pick up trash and debris that people may leave behind or that may be in front or inside your game.
- Label Large and Choice Prizes to eliminate any confusion.
- Wipe down any water from the game after several races.



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com



Tips on A Proper Prize Display

When you put your display together for your game you want to make sure of the following:

- Ensure all plush is facing forward.
- Avoid gaps or holes between plush to create a full appearance.
- Show the full size of merchandise if possible.
- Try to maintain straight lines on all prizes.
- Ensure the majority of your display consists of the largest and most popular prizes, if you are running multiple sizes.
- You want to put the smaller prizes on the bottom, or on a chain hanging from the corners or from under the display.
- DO NOT mix the different levels of prizes in your display, if you have more than one level.





Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com



Choosing plush sizes and Cost in your game



When you are deciding what items to place into your game you need to decide what you want your COG's to be COG's, Cost Of Goods, is what the game will give away by the stock you hand out to the winners divided by the revenue the game brings in.

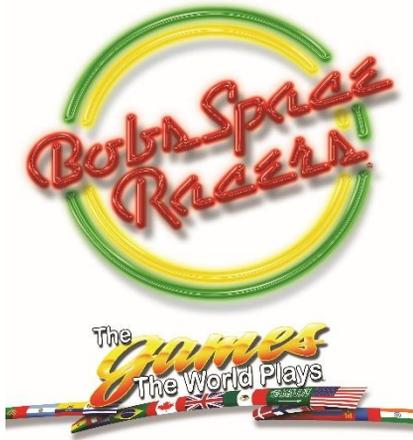
Recommended Prize Price Point:

Choice Prize: 13.13 SAR – 20.63 SAR Recommend strong generic and licensed plush items

Example of at 25% COG

If a game cost 15 SAR to play and it generates 3752 SAR in revenue a day and your average stock cost is 15 SAR and you give away 64 pieces with a total value of 970 SAR. Take 970 SAR and divide by 3572 SAR and that gives you a 25% stock cost for that day/week/month.

Game Revenue 3752 SAR/stock cost 970 SAR=COG's 25%



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com

Opening and Closing Procedures

Opening Procedures

- Make sure you have all of your game supplies.
- Make sure each lane is free from debris.
- Make sure Soccer Balls are properly inflated.
- Make sure you have all of the stock that you need for your game.
- Make sure you stock is organized.
- Make sure you have the all cleaning supplies that you need and wipe down the counters, sweep floors, and put all trash into the trash can.
- Make sure game signage is in place and there are no obstructions of their view for the guest.

Closing Procedures

- Organize all stock.
- Clean the counters with general purpose cleaner and paper towels.
- Sweep or vacuum floor.
- Let manager know what stock is needed for the next day.
- Let manager know of any issues that need to be addressed or if game needs maintenance or repair.
- Empty trash can.
- Make sure there are balls in each unit and each lane is working properly.
- Close the game to be ready for the following day.



Bob's Space Racers, INC.

427 Whac-A-Mole Way

Holly Hill, FL 32117

Phone: 386 677-0761

Website: www.bobspaceracers.com

Parts

M0004550

Soccer Ball

BSR Contact Information

Tech Support:

Email: tech@bobspaceracers.com

Phone: 386 677-0761 EXT 2002

Parts/Customer Service

Email: parts@bsrgames.com

Phone: 386 677-0761 EXT. 148

Note: If any parts are needed; contact your manager or technician to get the replacement parts ordered.