# AEG CRT Sales Information Form

**Title:**

|  |
| --- |
| Place the name of the Promotion/Project |

**Submitted by: Start Date: \_ Stop Date:**

|  |  |  |
| --- | --- | --- |
| **Your Name:** (You will be the **“go** **to”** person for any questions or concerns.)  | **MM/DD/YY** This is the date that the CRT-Sales team will begin talking to stores about your request**!** | **MM/DD/YY** This is the date that the CRT-Sales team will STOP talking to stores about your request**!** |

**Description:**

|  |
| --- |
| Write a description of the promotion/ project. Please be as detailed as possible, so if/ when we are asked questions we know how to answer them. And let us know what product line this is for.(Also indicate if we will be receiving items, for example emails with photos or vouchers.) |

**Details of Proposed Plan:**

|  |
| --- |
|  ***Selling Points:*** [Type in here- Include talking points and other information that you want the CRT sales team to deliver to the customers they call.Indicate the 3 most important aspects about this game that need to be addressed to our PRO members; what makes it unique, minus the obvious promotional items.  Please include an elevator pitch for our CRT-Sales associates.]***Promotional Details:*** [Type in here- what is the promo item? What are the requirements to participate, what are the tiers, what are the changes in the promo when we go into promo date extension? If important, what are the dimensions (EX. standee, apparel, or figure size). What is the quantity of the promotional item given? Do we need special information from our PRO members (EX. Their choice of free demos or digital pictures for marketing). Do we need to give special information (EX. Instructional videos for gameplay or promotional signage tutorial).]***Promotional Production:***[Type here-What are the dates that we should expect our promotional items (if we are doing promotional items)to be in our facility?  |