

SALESFORCEXP

XTRA PERFORMANCE

Training/Incentives/Meetings for Sales Team Leaders

WHAT



WORKS

Put together your next incentive program at the Motivation Show in Chicago - Sept. 25-27
motivationshow.com

Special Summer Issue:
Loaded with Ideas to Instantly Boost Performance!

Incentives & Recognition

Sales Training

Meetings & Travel

Promotional Products

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Real-Life Sales Success Stories 34

JULY/AUGUST 2007 \$10

www.salesforcexp.com

WHAT WORKS: High-End Incentives

Luxury in the Lap

Need to coax extra effort out of your sales team? The best motivator isn't money, but rather the sort of things that people are reluctant to spend their money on.

"People want extravagances, but they feel guilty purchasing them," says Ran Kivetz, an Associate Professor of Marketing at Columbia University Graduate School of Business who has done extensive research on incentives and their effectiveness.

Your salespeople will put forth amazing effort to get something luxurious without taking money out of their pocket.

Of course, the definition of "luxurious" differs with each individual, but it often begins with brand-name recognition. The high-end products featured here have that and more. Each of the manufacturers has a Special Markets Division that can help you create incentive programs that will accomplish a lot more than throwing money at the problem ever will.

You have to spend money to make money. Put luxury in your salespeople's laps and you'll reap great rewards.

More Than A Timepiece

A New Jersey hospital rewarded 250 top nurses with the Movado Safiro® watch earlier this year. It features a futuristic styling with a cool, black PVD bracelet and push-button deployment clasp. Flat, dark metalized crystal lies flush with the edge of the case. Also features the signature Movado Black Museum dial and Swiss quartz movement. Water-resistant to 30 meters.

For more information, circle (227) on the FastFax form at the back of this issue or call Joe Zanone of Movado Group, Inc. (www.movadoincentives.com) at 201-267-8182.



Big-Screen Beauty

Top-of-the-line TVs are the ultimate indulgence. The 3LCD technology at the heart of Sony's BRAVIA televisions provides a bright picture with high detail and natural color. This 37-inch rear-projection HDTV is precisely the sort of non-cash reward that drives results and increases employee loyalty because it's remembered long after it's awarded. Of course, the Sony name creates a positive impression as well. For more information, circle (228) on the FastFax form at the back of this issue, or call Sony Premium and Incentive Sales (www.motivation.sony.com) at 800-833-6302.





Art Nouveau Bowl and Vase

Celebrated Vancouver-based artist Robert Held has collaborated with Waterford to create an exciting new collection of one-of-a-kind art glass under the Evolution Brand by Waterford, including the Art Nouveau bowl and vase, which were inspired by peacock feathers. Each of Robert Held's Hot Glass designs is fully handmade and has unique characteristics. Each is numbered and part of a limited edition series. There are nine designs in the collection. For more information, circle (229) on the FastFax form at the back of this issue, or call Terry Loury, Waterford Wedgwood USA, at 800-933-3370, Ext. 4544.



They'll Shoot For The Moon!

Avid photographers in your office may want to take the next step up from their point-and-shoot digital cameras but can't validate the cost. You can solve their dilemma with this well-chosen incentive. The new Canon EOS Digital Rebel XTi offers 10.1 megapixel resolution, enlarged 2½-inch LCD, DiG!C II image processor and Canon's new dust removal system to reduce dust from the imaging sensor and clean up the image in the software. For information about using Canon products as gifts, premiums, incentives, promotions or rewards, circle (230) on the FastFax form at the back of this issue, or call 866-50-CANON. Now, Canon's new Corporate Gifts Web site – www.usa.canon.com/corporategifts – can help you recognize the most deserving individuals in your workplace.

Tomorrow's Technology Today

The innovative LG Super Blu™ Player is the industry's first and only multi-format, high-definition disc player that makes choosing between DVD disc formats a thing of the past. LG Super Blu Player contains a unique optical drive that automatically detects the type of disc inserted so the user can experience full HD picture quality and digital sound from both Blu-ray™ Disc and HD DVD. It will even play standard DVDs, ensuring the maximum enjoyment from an existing collection. For more details on using this or other high-end electronics in an incentive program, circle (231) on the FastFax form at the back of this issue or call Mary Pat Killmer of Incentive Concepts at 888-862-9283 (or e-mail salesinfo@inconltd.com).



WHAT WORKS: Workshop

Oh sure, you can learn a lot from your mistakes. But it's more fun to learn from your successes. In this section, our advertisers share real-life stories about how their clients used non-cash incentives to motivate a target audience and exceed expectations.

A Show Topper

A concrete manufacturer that uses an annual industry trade show to pitch its products to new prospects and current customers decided to promote sales at the show itself with a show-only tiered incentive offer. First-time customers that sign purchase agreements at the show or those that increase the size of their order from the previous year received a Best Buy gift card. The card value increased in proportion to the size of the order. Sales increased by 20 percent year-over-year.

For more details, circle **122** on the FastFax form at the back of this issue, or contact Best Buy Gift Cards (www.bestbuy.com/giftcards) at 877-370-1234, or e-mail giftcards@bestbuy.com.



Soap Maker Cleans Up With Sony Incentives

Consumer goods behemoth Unilever wanted to increase sales of its bar soap brands by increasing the number of in-store displays sold into the retail segment and improving the quality of those displays. The goal was to sell 7,000 display units during the second quarter promotional period. Meeting this goal would represent sales equal to the entire year's previous sales. Any Unilever broker who reached his or her display unit quota received \$500 in Sony gift certificates. In-store display unit sales totaled 13,615 units, reaching 194% of the predetermined goal! Overall sales volume escalated to \$14.4 million for the bar soap category, a \$1.2 million increase from the previous year. For more details on using Sony products in your incentive programs, circle **102** on the FastFax form at the back of this issue, or call 800-833-6302.



Expand Your Incentive Offerings

Why limit your sales incentives and rewards catalog to a few (or even a few hundred) items when you can include Amazon.

com's entire catalog of millions of items? That's the question one FORTUNE 50 company asked – and answered – when creating an incentive program for its sales force. It chose to work with an agency whose solution integrates Amazon.com's entire catalog into the rewards catalog. From books to TVs, from iPods to sporting equipment, from kitchen items to shoes, from DVDs to cameras, this company's sales force now has millions of items to choose from when they cash in their sales reward points. To learn more about jump-starting your rewards and recognition programs with a merchandise program powered by Amazon, circle **121** on the FastFax form at the back of this issue, visit www.amazon.com/merchrewards, or e-mail rewards@amazon.com.



Marriott Voucher Is A Winning Ticket for Callaway Golf

Marriott, with its many superb golf courses, was the perfect sales promotion partner for Callaway Golf. In a unique consumer promotion, Callaway Golf offered a voucher for about 100 British pounds (about \$200) off a two-night hotel break at any Marriott Hotels & Resorts or Renaissance Hotels & Resorts location with every Big Bertha Driver or Fairway Wood purchased. The promotion was rolled out in Callaway Golf's retail stores across the UK and Ireland between July and September – typically the slowest time of the year for golf club sales. The promotion proved to be a big hit. A spokeswoman from Callaway Golf's sales promotion agency said, "We have received a steady stream of voucher claims from consumers over the period of the promotion. It has had great appeal." For information on Marriott Individual Incentive Awards, circle **115** on the FastFax form at the back of this issue, or call 800-835-7754.



Thousands of Possibilities...One Great Gift

An electronics supplier with customers located across the country used L.L.Bean Gift Cards in a recent sales incentive program. The program increased sales while giving the sales force a gift that allowed them to choose from home furnishings to outdoor gear, boats to boots. L.L.Bean Gift Cards can be redeemed online, over the phone, by mail or in any of L.L.Bean's retail or outlet stores. *For more information, circle (105) on the FastFax form at the back of this issue, or contact L.L.Bean Direct to Business (www.llbean.com/business) at 800-832-1889 (e-mail: business@llbean.com).*



Incentives and Gifts That Inspire

Over the past four decades, Legal Sea Foods restaurants have built an unmatched reputation for serving the freshest and highest-quality seafood. Legal Sea Foods' Gourmet Gift Division has provided the same award-winning dishes to customers across the U.S. Along the way, hundreds of companies have used Legal Sea Foods as gifts to clients, incentives for the sales force, or to bring a unique touch to company events. *For information on Corporate Gifts and Incentives, circle (119) on the FastFax form at the back of this issue, or call Lisa Landry at 800-328-3474, ext. 9190 or e-mail llandry@legalseafoods.com.*