

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

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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.*

WHAT WORKS: Workshop

Bundling Builds Consumer Value

To increase awareness of a newly developed Marketplace Web site among members of the AARP and to promote a special value to these members, PMC created custom-bundled offers. Printers, carrying cases, tripods or SD cards were added to cameras and camcorders from name brands such as Sony, Canon and Fuji. Data cards, software, carrying cases and dash mounts were added to Garmin GPS systems. The increase in perceived value drove a 25 percent increase in site visits, a 25 percent increase in hits to these product pages, and a 10 percent increase in sales. *Find out how PMC can add value to your promotions and incentive programs. Circle (123) on the FastFax form at the back of this issue, call Eric Anderson at 262-743-2095, Ext. 108, or visit www.pmcusa.com.*



Swiss Army To The Rescue

When an international automaker launched its redesigned luxury sedan to the U.S. market, one of its primary customer segments was current-model owners who were ready to trade up. When considering incentives to entice customers not only into showrooms but into their vehicles, the automaker included a company-branded Swiss Army timepiece as one of multiple products clients would be eligible to receive upon completing a test drive. Response to the promotion was extraordinary, and out of the various options the Swiss Army timepiece was chosen three times more often than any of the other products by these affluent and discerning consumers. *For more information on utilizing Victorinox Swiss Army products in your marketing and incentive programs, circle (124) on the FastFax form at the back of this issue, or call 800-243-4066.*



Pizza Hut Partners With Hollywood Video

For the past three years, Pizza Hut franchises in various markets have offered Hollywood Video movie rental coupons as incentive to purchase promoted pizza offers. Participating markets have out-performed the Pizza Hut system as a whole during the promotion time period. Customers also enjoy additional discount offers from Hollywood Video on the pizza box tops, discounts that range from \$3.79 to \$9.99. Hollywood Video Gift Cards inspire the movie-lover in everyone. Hollywood Video Gift Cards are accepted at over 2,000 locations nationwide. Bulk discounts available. *For more information, circle (126) on the FastFax form at the back of this issue, call 866-452-4438, or e-mail GiveHollywood@hlyw.com.*



Staples for Success

Acquire new customers and drive more business – two goals that are shared by many companies. For a regional bank that worked with Staples, those goals became a reality. The bank wanted to acquire new small-business checking account customers and increase line of credit applications from small-business customers. They promoted a \$50 Staples gift card for each new account activated and for approved lines of credit via print ads in local newspapers and magazines, as well as with local radio spots, branch window posters and “buck slips.” In just over two months’ time, this offer generated \$1.75 million in new loans and \$1.2 million in new deposits, which exceeded their expectations. *For more information on how Staples gift cards can work for you, circle (125) on the FastFax form at the back of this issue, or call 866-755-9938.*



that was easy.SM

A Sharp Idea

To increase sales, a frozen foods home delivery company used Buck® Knives to motivate their route managers, sales managers and division managers. The company worked with Top Brands, Inc., an incentive company with 46 years of proven experience, and offered a Buck Ranger with a customized scene on the blade. The customized knife was awarded each quarter as sales goals were reached. If the participants earned all four knives, a fifth knife, which was a Buck Folding Hunter with gold etching on the blade and an inlay in the handle, was awarded. To add value, a custom display box was designed to hold all five knives. The success of this program doubled the results of previous programs the company ran. *For more information, circle (112) on the FastFax form at the back of this issue, or contact Top Brands Inc. (www.top-brands.com) at 800-431-2127 (or e-mail sales@top-brands.com).*

