

SALESFORCE **EXP**

XTRA PERFORMANCE

Training/Incentives/Meetings for Sales Team Leaders

Jump!

5 strategies
that will test
your nerve...p. 20



Service and Selection ...At a Discount!



**Incentive reps
add value that
retailers can't!**

Gary Slavonic loves to hear about companies that reward top performers with brand-name luggage, watches, electronics and other merchandise. How those companies purchase those rewards, however, often makes him want to pull his hair out.

Slavonic is the president of Premier Incentives, a supplier of promotional products, incentive merchandise and corporate gifts. He cringes at the thought of reward and recognition users going to retail stores to purchase incentives and recognition items — usually because they haven't planned ahead. Those companies are shooting themselves in the foot, he says, and not just because they could get better pricing by dealing with a special markets representative like himself.

For the past year, he has served as president of the Incentive Manufacturers Representative Alliance, an organization comprised of manufacturers and their sales representative

partners who are specially trained to assist merchandise incentive users.

"I would like to think that the experience that comes with time and the number of programs that IMRA reps have and the value of their relationships with supplier companies would convince incentive users to use us," Slavonic says.

IMRA reps know which products are popular, understand budgets and objectives and can always quote the lowest "factory-direct" price available. This special IMRA directory is a ready-made source for your incentive efforts in the year ahead. Simply contact the manufacturers whose products you are interested in, and they will put you in touch with an IMRA service rep who can provide full-service solutions for less than it would cost at retail.

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