

# WHY USE INCENTIVES? BECAUSE THEY WORK!

We are living in a new century! In today's highly competitive marketplace, it can be difficult to make a sale. Just being aggressive doesn't cut it any longer. Sales skills alone aren't enough to compete when so many new products and services become everyday commodities.

You've got to distinctively separate your business from the competition and lead each of your prospects and customers to think, 'I would have to be a complete idiot to do business with anyone else'...regardless of the price.

The lazy, non-dedicated, employee is a consistently growing problem. Having motivated employees who work hard to build your business is always a challenge.



## Here are some compelling reasons why you should consider using incentives as such a tool:

- Knowledgeable and attentive employees account for 80% of the reasons consumers feel satisfied, according to a PNC Bank Corp. survey.
- Fewer than one in four American workers is working at full potential; half of all workers do no more than directly asked, and 75% of employees say they could be more effective in their jobs, according to the Public Agenda forum.
- 70% of unhappy customers abandon vendors because of poor service, according to the Forum Corp.
- A 5% increase in customer retention can increase lifetime profits from a customer by 75%, according to the Loyalty Effect by Frederick Reichheld.

## How Can I Use Incentives in My Business?

**Incentive programs can be used successfully in many ways, here are a few:**

### Sales and Customer Retention

Reduce Advertising Costs  
Attract New Visitors to Your Store or Web Site  
Business Gifts  
Close More Sales  
Consumer/User Promotions  
Create New Markets  
Encourage Repeat Business  
Improve Direct Mail Response

Maintaining Price Integrity  
Open More Investment Accounts  
Promote Closeout Inventories  
Referral Incentives  
Sell More Products  
Set More Appointments  
Thank You Gifts  
Upgrade Sales and Purchases

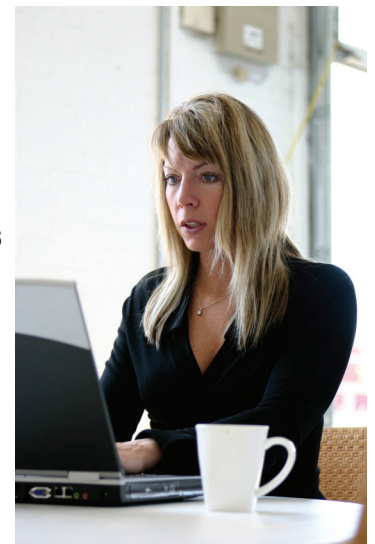
### Employee Improvement/Dedication

Acknowledge Milestones and Achievements  
Create a Successful Sales Team  
Ensure a Safe Workplace  
Exceed Sales Goals  
Foster Teamwork  
Improve Employee Retention

Increase Employee Loyalty  
Motivating Sales Staff  
Reward Employees  
Reward Extraordinary Service and Top Performers  
Sales Incentives  
Support Perfect Attendance

### Others

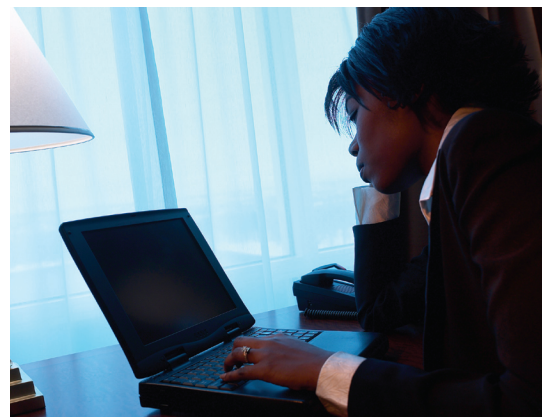
Fund Raising  
Increase Circulation  
Trade Show Giveaways



**Below are a few specific case examples and ideas of the great benefits and possibilities derived from using Incentives, namely Travel Incentives. Credit - Lynne Gabriel (ArriveNet Editorials)**

### **Sales Incentives - To increase sales**

In a May Promo Magazine special report, it was noted that LifeUSA attracted new agents and sent sales soaring by abandoning its annual cash incentive program for a more inclusive campaign that gave out merchandise and travel. By the program's conclusion, policy enrollments exceeded LifeUSA's initial goal by 700%. There were 10,000 certificates issued... more than twice what the company planned for. (Copyright IMA)



### **Employee Incentives - To motivate, retain and reward loyal and efficient employees**

A small retail store in Maryland, Target Appliance, used travel incentives.

"We introduced our first travel incentive for sales employees five years ago," says President Daryl Gamerman, "and since then we've only lost staff due to retirement. I don't ever have a problem with our sales people not working hard or volunteering for extra work, because they know it will help qualify them for a great trip."

### **Customer Loyalty Incentives - To build customer loyalty and trust**

The Frequent Builders Program at Garco Building Systems offered travel awards to individuals. Since launching the program five years ago, Garco has experienced a 15 to 25% growth rate, compared to an industry standard of 2-3%. The company grew a robust 37%. While it's impossible to measure precisely the role that the Frequent Builders Program played, "there is no doubt in my mind that it helps to build customer loyalty," says Loomis.

### **Referral Incentives - To develop contacts or promote referrals**

'Refer three new customers to our Tanning Salon and we will give you a free cruise to the Bahamas or Mexico.' is one example of so many ways to use incentives to get those referrals every company needs.

### **Purchase Incentives - Increase cash flow and obtain money upfront**

'Pre-pay a one year service agreement, you will get a free 7 days and 6 nights resort condo accommodation in the destination of your choice.' is an example how incentives can be used to up sell.

### **Member Perks - Sell new accounts or memberships**

*'Join our golf club now and we will send you and a companion to Las Vegas with airfare and hotel!'*

*'We will send you and a companion to a free vacation for 3 days/2 nights in over 30 destinations when you open a checking or savings account with us.'*

### **Encourage responsiveness or trial of product or service**

*'Send back our questionnaire, we will send you and a companion to Orlando near Disney with free hotel and airfare!'*

*'We will give you a free 3 day/2 night vacation to Orlando when you test drive our all new Honda Hybrid.'*

### **These are just a few types of companies who successfully use Incentives in their businesses:**

Auto Dealerships	Multi-Level Marketers	Banks
Non-profit organizations (fundraising, etc.)	Catalog Companies	Office Supply Companies
Churches	Public Speakers	Credit Card Companies
Radio Stations	Distributors	Real Estate Brokers
Furniture Retailers	Retailers	Insurance Companies
Service Providers	Jewelry Stores	Sports Organizations
Manufacturers	Telemarketers	Mortgage Lenders
Wholesalers		

# The Travel Incentive Advantage



Vacation and travel incentives are **one of the most powerful methods of attracting business, retaining profitable clientele, increasing profits, enhancing product awareness and improving employee productivity.**

Businesses that have used vacation travel incentives in their marketing and promotions have seen at least 30% increase in their sales on both sides of the buy and sell cycle.

## Why Use Travel Incentives?

**Travel is considered to be the most effective reward.**

According to the result of an email survey conducted by CMI, 58% say travel is more effective than cash or merchandise. Survey respondents consider travel to be the most effective reward. (Incentive Travel Fact Book)

## Travel has a universal appeal and high-perceived value

USA Today, on their recent survey, stated that “93% preferred travel over other incentives.” This is because vacation travel is something that some or most people would not be able to get for themselves.

## Travel is desirable

A question asked on the Wirthlin Worldwide Research Survey was “Suppose your employer wanted to reward your work performance. What would you find most rewarding?”

88% - indicated a trip they plan and take with a companion to the destination of their choice

5% - indicated a trip planned for them and a companion of choice with their co-workers

5% - indicated a trip planned just for them and their co-workers

Though its value is concrete and while it could be used to purchase a life-style award, most likely cash will be charged against a pile of bills. And with the demise of the cash award goes the memory of its origin leaving no trace of psychological branding.

Joe Devlin of Mitsubishi Fusco Truck of America Inc. quoted, “Cash goes straight into people’s pockets, and they need it to supplement their salary, but our trips give us the competitive edge. They’re a big part of how we motivate the salesperson at the dealership that has the opportunity to sell more than one product.”

The programs do not become an expected part of an employee’s income. Surveys by Incentive Federation show that organizations use incentive travel because it creates lasting memories for the participants and generates positive buzz throughout the organization. Because they do not have an impact on compensation, it’s easier to use incentives as needed without creating the impression that people are getting pay cuts when no program is in gear. (Copyright IPC)

“Cash bonuses are necessary but travel is a higher perceived reward,” says Verizon’s Rick Porterfield. “When people spend their money, it’s gone. But the recognition that comes from our travel incentives lives on.”

*In a recent survey over half of the respondents perceive that travel is remembered longest (57% agree), merchandise is remembered next longest (52% agree), and cash is remembered for the shortest time (58% agree). – Survey Prepared By Center for Concept Development, Ltd. June \*Get a PDF of the Full Survey Report by clicking here.*

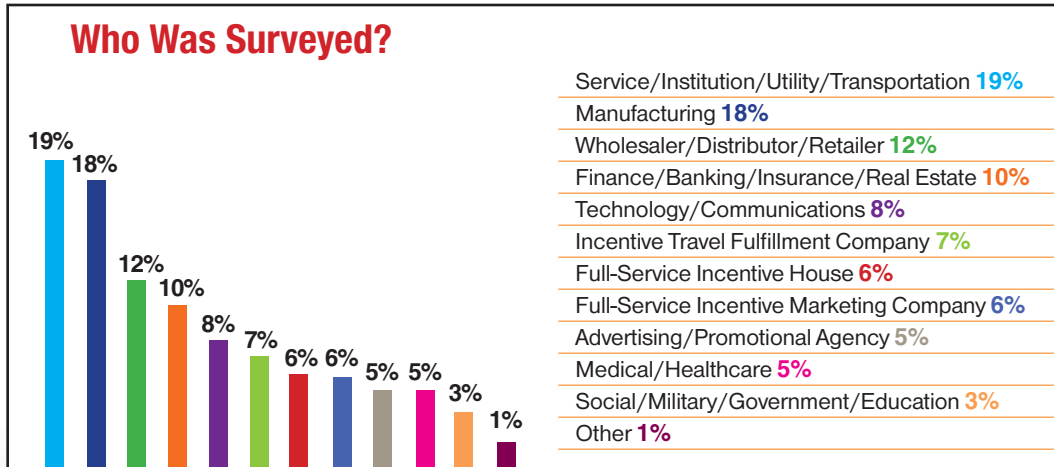




## FACT:

# There are multiple benefits using Travel as Incentives

The following are the actual survey results conducted by Incentive Magazine; these are facts from actual Business people who use Travel as a Business Incentive!



**WCI Promotions**  
**INCENTIVE PACKAGE #1**

3-DAY HOTEL STAY  
3 Days stay in over 40 locations.

8-DAY RESORT GETAWAY  
8 Days stay at your favorite resort.

**Suggested Retail Price \$635.00**

ALL-INCLUSIVE JAMAICA GETAWAY  
8 Days of all-inclusive resort stay in Jamaica.

4-DAY OCEAN CRUISE  
4 Days Ocean Cruise to Nassau, Bahamas or Bermuda, Mexico.

2 FOR 1 AIR  
Two for one airfare to any destination.

As a life member you have access to unlimited certificates!

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**WCI Promotions**  
**INCENTIVE PACKAGE #2**

3-DAY HOTEL STAY  
3 Days stay in over 40 locations.

8-DAY RESORT GETAWAY  
8 Days stay at your favorite resort.

4-DAY OCEAN CRUISE  
4 Days Ocean Cruise to Nassau, Bahamas or Bermuda, Mexico.

ALL-INCLUSIVE JAMAICA GETAWAY  
8 Days of all-inclusive resort stay in Jamaica.

2 FOR 1 AIR  
Two for one airfare to any destination.

5-DAYS IN CENTRAL FLORIDA  
5 Days stay at your favorite resort in Central Florida.

3-DAYS AT DISNEY WORLD  
3 Days stay at your favorite resort in Central Florida.

**Suggested Retail Price \$975.00**

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**WCI Promotions**  
**INCENTIVE PACKAGE #3**

3-DAY HOTEL STAY  
3 Days stay in over 40 locations.

8-DAY RESORT GETAWAY  
8 Days stay at your favorite resort.

4-DAY OCEAN CRUISE  
4 Days Ocean Cruise to Nassau, Bahamas or Bermuda, Mexico.

ALL-INCLUSIVE JAMAICA GETAWAY  
8 Days of all-inclusive resort stay in Jamaica.

2 FOR 1 AIR  
Two for one airfare to any destination.

5-DAYS IN CENTRAL FLORIDA  
5 Days stay at your favorite resort in Central Florida.

3-DAYS AT DISNEY WORLD  
3 Days stay at your favorite resort in Central Florida.

**Suggested Retail Price \$1795.00**

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