

Why sell incentives & recognition?

- More money!** - \$280 profit on promo vs. \$750 profit on incentives
- Repeating income – 98% renewal rate of programs
- Differentiate yourself from competition



Promotional Products

Incentives & Recognition

- | | |
|--|--|
| <input type="checkbox"/> Average order \$500 - \$700 | <input type="checkbox"/> Small program \$5,000 |
| <input type="checkbox"/> Margin = 30% - 40% | <input type="checkbox"/> Margin = 15% - 20% |
| <input type="checkbox"/> \$700 x 40% = \$280 profit | <input type="checkbox"/> \$5,000 x 15% = \$750 profit |
| <input type="checkbox"/> One-time sale, must be sold again and again | <input type="checkbox"/> Program repeats year after year, no need to be sold again |
| <input type="checkbox"/> Created with an 'order' | <input type="checkbox"/> Sustained with a 'contract' |

What are incentives & recognition?

- Promo Product: Inexpensive giveaways
- Incentives: Name brand rewards earned during program
- Recognition: Symbolic award earned & awarded annually



Promo Product



Incentives/Rewards



Recognition/Awards

Where are incentives & recognition?

- Human Resources for employee programs
- Sales & Marketing for sales incentives & rewards programs
- Operations for Safety/Attendance programs
- NOT Purchasing or Procurement!

Human Resources	Sales & Marketing	Operations
Service Awards	Incentives & Recognition	Safety Improvement
Engagement	Dealers/Distributors	Attendance
Peer-to-Peer Awards	Customer Loyalty/Rewards	On-the-Spot Awards
Wellness	Training	Training
Attendance	Sales Activities	Safety Suggestions
Training/Classes	Monthly/Quarterly Awards	Compliance/Certification
International	International	International

Who do I call on?

- Begin with current customers!*
- Human Resources, companies with 250+ employees
- Sales and Marketing, companies with 30+ sales people
- Companies that have Employee Anniversary programs, Sales Incentives, customer programs, safety programs, etc.
- 9 out of 10 companies use incentives . . . Everybody!

Human Resources	Sales & Marketing	Operations
Automotive	Automotive	Automotive
Technology	Insurance	Construction
Education	Distribution	Manufacturing
Financial	Real Estate	Agricultural
Healthcare	Healthcare	Healthcare
Municipalities	Plumbing	Chemical
Food & Beverage	Electrical	Transportation/Trucking

How do I sell these programs?

- Work with Brad B of Hinda: bbrettschneider@hinda.com
- Brad can provide marketing materials, intro letters, emails, demo sites, etc. through Hinda Partner Program
- Target 3-5 current customers
- Target 3-5 new/larger customers

When do I sell incentives & recognition?

- NOW! Start making more money NOW!*

Examples:

- Distributor in Rockford, IL sold \$15,000 program earning \$3,000 that repeats annually*
- Franchisee in OH sold program delivered \$90,000 in 2019 earning \$13,000 with \$660,000 still to be redeemed by program participants in future years*

