

Premiums, Incentives and Recognition Programs 101

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Agenda For Today's Session

- What are premiums, incentives and recognition?
- Why Sell premiums, incentives and recognition?
- Who are the buyers?
- How is this different from Promotional Products?
- Where can I learn more?

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Poll Question

How many of you are currently selling...

- Premium Programs?
- Incentive Programs?
- Recognition Programs?

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Premium



A Prize, Bonus, or Award Given As an Inducement to **PURCHASE** products.

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Incentives



Something that incites action or greater effort, as a Reward for Increased Productivity.

Given for **Performance**

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Recognition



The Acknowledgement of an achievement, service, merit or outstanding effort.

Given for **Performance**

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How Much Money is Spent in the USA on Non-Cash Premiums and Incentives Annually?

- a.) \$18 Billion
- b.) \$24 Billion
- c.) \$45 Billion
- d.) \$90 Billion

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Program Selling




An organized effort to achieve client objectives using promotional techniques.
Combining specific ideas with products for the desired results.

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Why Learn How to Sell Premiums, Incentives and Recognition Programs?

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Be Different


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Be Relevant!

Be Relevant

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Make Money

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Your Clients Are Buying Them

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PROFESSIONALISM
That's not my job.

Professionalism


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Value Proposition

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One Stop Solution




- If you can't solve the problem, they can find someone else who can

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Open New Markets

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Who Are the Buyers?

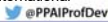
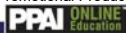
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Human Resources

- Employee Engagement
- Employee Enrichment
- Recruiting, Referring and Retention
- On-boarding and Training
- Wellness



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Sales Management

- Incremental sales pay for the program.
- No results means No Costs.
- New skills and habits continue to pay off after the program ends.



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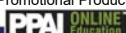


Customer Service

- Retaining 5% more results in 90% higher profits
- It costs 10 times more to acquire new customers
- Instill better habits
- Create great culture



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Marketing, PR, Communications

- Engaging Customers
- Building Brands
- Corporate Social Responsibility
- Shareholder Relations
- Media Relations



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Production, Engineering, Operations and Finance

- Suggestion / Idea Programs
- Efficiency
- Increased Production
- Reduced Costs



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Safety


- Workplace injury costs exceeded the combined profits of the Fortune 10
- 250 Billion Per Year
- Reducing accidents reduces insurance costs too.



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The Channel is Different

- ⚙️ Different History
- ⚙️ Retail v. Event
- ⚙️ Aspiration
- ⚙️ Program Orientation
- ⚙️ Margins
- ⚙️ Multiple Resellers



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Resellers (Sell to End Users)




- Promotional Products Distributors
- Internet Sites (Amazon, Red Envelope, etc.)
- Retailers
- Sales Promotion and Advertising Agencies
- Incentive Jobber/Distributor
- Performance Improvement Company
- Fulfillment Company

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You Cannot Sell On Price

- ⚙️ You must sell on Value
- ⚙️ You cannot compete with Wal-Mart (or Best Buy, or Amazon, or anyone else who buys by the truckload).
- ⚙️ Service, Results, Convenience, Confidence



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Don't Assume

- ⚙ Blind shipping labels
- ⚙ No Packing Slips
- ⚙ Anything
- ⚙ If possible, offer your client special packaging services or gift wrapping so that you can inspect and re-pack.

*Menu
Don't
Ass/ume*

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Where do I find the Resources?

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ima
Incentive Marketing Association
Business Improvement Starts Here!



AWARDS and
PERSONALIZATION
ASSOCIATION



Recognition COUNCIL
VALUE PEOPLE. MOVE BUSINESS.



PPAI
The Mark of a Professional



Recognition Professionals
International



IRF
Incentive Research
Foundation



ENTERPRISE
ENGAGEMENT ALLIANCE



**INCENTIVE
FEDERATION inc.**



PPAI: beyond

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