

## Case Study: Incentive Travel

Answering the call to increase sales performance

Incentive travel program motivates telesales reps to exceed quota by \$200,000,000 and provides a 199:1 ROI



### Objective

- Generate incremental sales during down economy
- Create award program for component of sales force traditionally excluded from incentives
- Design campaign that engages 900 telesales reps and rewards top performers

### Strategies

- Develop a quota-based sales incentive program that awards top performers with a unique group travel experience
- Map incentive to client objectives and incorporate company values into program rule structure
- Recommend, source, and negotiate compelling travel destination while adhering to budget guidelines

### Solutions

- Launched sales incentive program which awarded top 10% of each sales division
- Designed a creative communication campaign to encourage and maintain momentum throughout the program qualifying period
- Created signature events leaving lasting impressions to motivate telesales reps to repeat their performance in subsequent years
- Full-service program management including hotel, destination and vendor sourcing, program logistics, budget management and onsite operations

### Results

- CEO stated "MotivAction collective efforts are the best I have ever experienced in my 25 years of professional service"
- 99 telesales reps were awarded a 4 night, 5 day trip to the Royal Hawaiian Hotel in Waikiki
- The 99 telesales reps represent 11% of the sales force with a defined sales quota of \$1B.
- Total revenue achieved was \$1.2B - 35% of the company's overall revenue
- ROI = 199:1

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