

## INCENTIVE TRIP CASE STUDY: FLOORING DISTRIBUTOR

The largest wood flooring distributor in the U.S. asked APG to plan an incentive travel campaign to increase sales. This would be their first time running an incentive travel program.

**THE GOAL:** Increase sales by \$8 million and build comradery with their dealer network. As this was the distributor's first ever incentive trip program, a strong marketing campaign would be needed to motivate dealers.

**THE SOLUTION:** The promotion was for their retail dealers and ran from January 1 to December 31. APG planned the successful marketing campaign with a customized trip logo to promote the program, an announcement piece, monthly mailers, email blasts and promotional items. The trip was promoted to 1,500 flooring dealers with all materials mailed to dealers' homes to successfully engage their spouses.

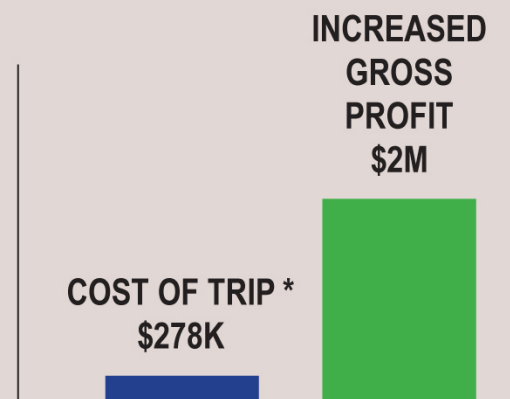
**THE RESULTS:** Sales were increased by \$10 million during this period. The cost of the trip was \$556,000 – this amount was split between the distributor and their wood flooring vendor. Based on a 20% average profit margin, the additional gross profit gained was \$2,000,000. Less the cost of the trip to the distributor of \$278,000 resulting in an additional profit of \$1,722,000 attributed to the incentive trip. The distributor group included 150 of their best dealers and their spouses (300 people total) to Puerto Rico.



## ROI FACTOR



The company received \$14 back in increased gross profit for every dollar spent.



\*After deducting manufacturer co-op support



*Trip Logo for promoting the trip*



## ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

# REACH YOUR SALES GOAL NOW!

## EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.

### How APG can help your business?

If you own a business where sales need to be made, then you need to motivate your **dealers** to make those sales. Cash has no trophy value and is often forgotten after it is received. A group trip will yield more returns than any cash incentive or rebate you could give and everyone can do *incentive* travel in their business!



**Increase sales & profits through customer & employee recognition.**



**Immediate return of investment**



**Engage your team & customers to reach goals and boost revenue**



**Reward results with an unforgettable incentive trip**

***Call APG and give your dealers an experience  
they'll be talking about for years!***

**Accelerated Performance Group, LLC**

Locations in Florida and New York  
(973) 891-1900

**INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL**

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