

# INCENTIVE TRIP CASE STUDY: AUTO PARTS DISTRIBUTOR

A successful Auto Parts Distributor ran an incentive trip each year to maintain a higher level of purchases from their customers. This case study highlights one of the trips that APG ran for this company.

**THE GOAL:** To organize a 12-month program period that if enough points are earned, winners can embark on fabulous cruise to the Bahamas.

**THE SOLUTION:** APG helped the client plan and manage a cruise to the Bahamas based on earnback credits from customers' monthly purchases. The earnback credits were contributed by both the distributor and by vendors. The customer would be billed in equal installments every month with the monthly earnback deducted.

**THE RESULTS:** The customers were so excited about the cruise ship that was selected that some of them signed up for 2 cabins! Sales were strong, resulting in high earnbacks and a successful bottom line. The trip of 106 people was a fun time for all!



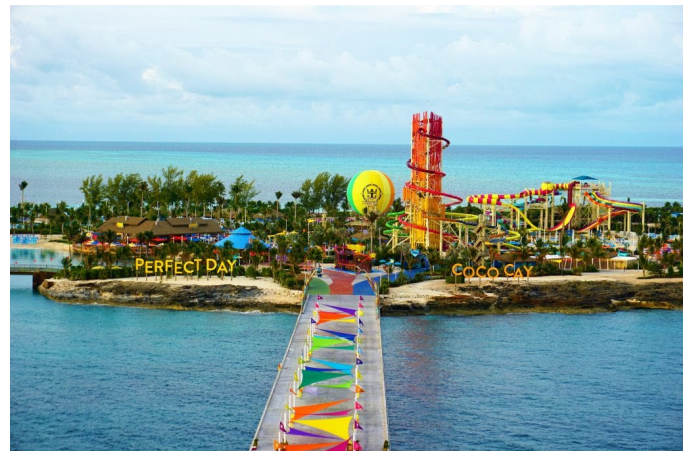
*Cruise Ship*



*Freeport*



*Nassau*



*Private Island*



## 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 want to increase sales, then you need to motivate your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. You build a business through relationships. A group trip allows you to build relationships with your customers, yielding returns for years to come!



**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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