

INCENTIVE TRIP CASE STUDY: HVAC DISTRIBUTOR

APG Incentives has helped this HVAC distributor on an annual basis with their incentive trip program as the way to increase purchases from their dealers.

THE GOAL: This HVAC distributor strives to build relationships and increase sales each year.

THE SOLUTION: Develop a memorable experience for their top dealers to motivate them to increase their purchases goals. Customers needed to increase their purchases over the previous year in order to qualify for a trip to Punta Cana. In addition, the distributor received co-op support for their trip from several manufacturers.

THE RESULTS: A great success! Dealers were eager to sign up and make purchases to qualify for the trip. A total of 108 dealers qualified plus 6 distributor executives joined resulting in a trip for 228 people (including spouses). Total increased sales volume generated by the incentive trip program was \$11.3M. The additional gross profit gained was \$2.8M. The cost of the trip was \$500K total – this amount was shared between the distributor and the manufacturers.

As a result, this HVAC distributor group had a great response to their announcement of the following year's trip at the gala farewell event. Concluding the program, the farewell evening was an amazing event for all with a unique "Party Like a Rock Star" theme. Everyone left the trip feeling relaxed and rewarded for their loyalty.



Private charter flight to Punta Cana

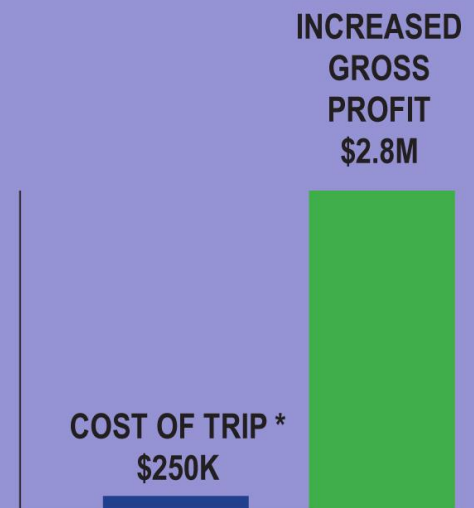


Private barbecue lunch by the pool

ROI FACTOR



The company received \$11 back in increased gross profit for every dollar spent.



*After deducting manufacturer co-op support



Entrance to Rock Star Farewell Theme Party



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!

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INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL