

# INCENTIVE TRIP CASE STUDY: ELECTRICAL SUPPLY DISTRIBUTOR

A major national electrical supply distributor came to us to run an incentive trip program to boost sales in their northeast region. The distributor provides a wide range of electrical parts and components for electricians and contractors as well as large industrial organizations.

**THE GOAL:** To achieve an increase of 10% in sales volume for a 20-month period.

**THE SOLUTION:** Customers needed to increase their purchases by 10% over the previous period in order to qualify for the trip to Aruba. Cost of the trip to be divided between the distributor and their vendors. The trip was promoted to 1,500 customers. All marketing materials were sent to customers' homes to successfully engage their spouses in this program. No adjustments to the customers day to day margins to support the program.

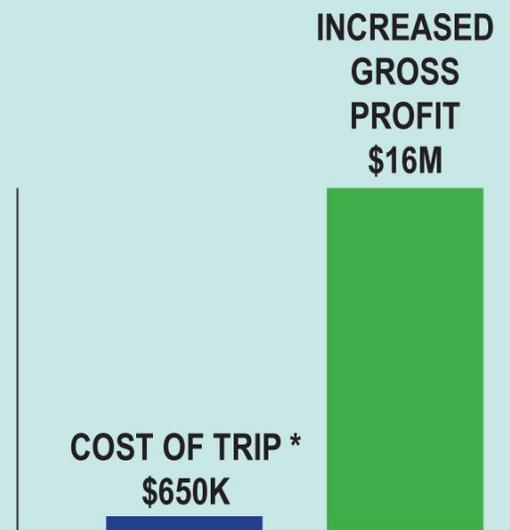
**THE RESULTS:** A great success! Customers were eager to sign up and make purchases to qualify for the trip. A total of over 300 customers qualified resulting in a trip for over 600 people (including spouses). Not only did the program result in the additional 10% in sales, the program achieved an additional \$40 million in purchases over the 10% growth goal! **Sales were increased by a total of \$80 million** during this period. The cost of the trip was \$1.3 million total – this amount was shared between the distributor and several of their vendors. Based on an approximate 20% average profit margin, the additional gross profit gained was \$16,000,000, less the cost of the distributor's share of the trip cost.



## ROI FACTOR



The company received \$25 back in increased gross profit for every dollar spent.



\*After deducting manufacturer co-op support



## 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 with an incentive trip?

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

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