

INCENTIVE TRIP CASE STUDY: AUTOMOTIVE MANUFACTURER

Rolls Royce/Bentley asked us to host an exclusive trip to their top 10 dealers' salespeople of the year. It needed to be a high-quality trip to match the Rolls Royce and Bentley brand images.

THE GOAL: Reward the top 10 salespeople in the US with an elite travel recognition award.

THE SOLUTION: We helped the company develop an unforgettable trip to Maui. This allowed these top performers to be pampered in Rolls Royce style with the corporate Vice President and our travel staff at all times. The following days, all participants took excursions together including a Helicopter Tour to Hana, Whale Watching Cruise or Morning Snorkeling. We also provided organized dinners every night.

THE RESULTS: These top performers experienced an unforgettable trip. It gave them something to look forward to and keeps them motivated for the upcoming program. It shows the organization cares, and salespeople will continue to work hard to achieve the next reward.





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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