



Choosing the right incentive program audience



for **ONLINE REWARDS**

SALESPeOPLE

Increase sales motivation

WEAK PERFORMERS & PART-TIME CUSTOMERS

Motivate low-performing salespeople or infrequent customers

THOSE MOTIVATED BY RECOGNITION

Add-on online software tools like a peer-to-peer social media wall and personalization to reward those motivated by recognition

INTERNATIONAL PARTICIPANTS

Easily reward an international channel partner or customer base with virtual debit cards

SALESPeOPLE IN SPIFS

Quick, easy, no learning curve—perfect for short-term sales promotions

THE THRIFTY ONES

They may want to put extra money toward bills, loans, or retirement saving



for **CARD REWARDS**



for **TRAVEL REWARDS**

SALESPeOPLE

Sales teams (motivate them to go big or go home!)

SALES CHANNEL PARTNERS

Build relationships and establish loyalty with a shared experience

TOP PERFORMERS

Offer a once-in-lifetime experience to really get their attention!

MILLENNIALS

Today's younger workforce craves travel experiences!



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