



Inspired Incentives

Group Incentive Travel Pipe Dreams

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Extraordinary achievements deserve exceptional rewards. Group incentive travel programs can reward your top achievers, loyal customers or stellar employees with experiences that create positive, lasting ties to your company, product, and brand. Each trip can be custom designed to excite your audience. We recently used a group incentive travel program to do just that! And in turn, generated stronger sales from an existing customer base, turning a pipe dream into reality.

The objective was simple:

- A leading supplier of plumbing equipment wanted to generate stronger sales from an existing customer base.

The challenge was a basic but crucial question:

- How do you help a client with no performance incentive experience define program expectations and set realistic goals for program participants?

To meet the company's objectives, we implemented a performance-based group incentive travel program that targeted top customers and provided "stretch" goals based on the previous year's purchasing results. Utilizing the HMI Excellence Approach, we helped the client identify attainable goals for over 200 of their most important customers.

Goals were assigned based on individual purchase results from the previous year, allowing the client to easily determine program success based on incremental profit. Based on customer demographics, it was decided that a group travel solution would maximize customer motivation for the program.

To help define program expectations, customers were sent monthly e-statements to keep them updated on progress towards their individual goals.

The program was a huge success, but don't take our word for it:

"The promotion created a great deal of excitement with our customers and the ROI results truly made it a win-win for all parties. HMI worked closely with us to design the program structure and then executed the communications campaign for us throughout the year. I was very impressed with HMI's expertise, responsiveness and professionalism. I heard nothing but glowing reviews from my internal team as well as from our customers about HMI's dedicated and highly experienced travel staff." – Director of Marketing