

# The Strategic Sales and Marketing Group

Increasing Your Sales for 2020 and Beyond



*The Strategic Sales and  
Marketing Group S.A.M*

# S-A-M Increases sales

- Based on our experience working with Fortune 500 Companies since 1995, we create sales incentive programs that motivate up to 100% of your sales channels. The motivating reward is group and Individual Travel
- We first consult with you to define your program objective(s) and then evaluate how you fund your program, making sure it is funded correctly.
- We then partner with you to create a sales incentive program that both of us have confidence in that it will accomplish your goals. You know your sales-channel better than us...We know what how to motivate them to increase sales

# Motivating Sales-Channels in the 21<sup>st</sup> Century

- Numerous studies confirm that most Sales People are **Self Motivated** when they have the opportunity to earn travel with family and friends
- Responding to this, S-A-M has created an **Individual Incentive Travel Tool**, to motivate up to 100% of all types of Sales-Channels
- Our **Customized Thought Starter Travel Brochure**, motivates everyone in a Sales-Channel, based on sales person's obtained award level
- **Winners travel When They Want...Where They Want...With Who they Want**
- It can be a stand-alone incentive program or run in conjunction with a group travel program
- It is a **turnkey process**, all you do is tell us who the winners are and what award level they obtained.

# Group Travel

- According to the Incentive Research Institute, over 80% of successful Fortune 500 Companies, use travel to motivate and reward sales performance.
- No matter if your program is a Reward Program or Award Program, we evaluate your funding method to make sure your company is increasing sales.
- Our Account Executives strategize with you to understand your vision of the trip, your company culture, and then craft an Innovative, Creative, Memorable Trip Experience for your Top Sales Channels, that is always within budget.
- A tribute to our “Personal Service” is that many of our new clients have come from client referrals.

# S-A-M On-Demand Out-Sourced Services

- Unique Program offering On-Demand Meeting and Incentive Travel Assistance
- Allows companies who already have their program under contract, the ability to utilize our Professional Meeting Planners on an out-sourced basis to:
  - Work with Qualifiers to Book their Airfare
  - Source and Negotiate your annual Incentive Trip or Sales Meeting
  - Negotiate all your On-Site Vendor Contracts
  - Coordinate all your On-Site Transportation Needs
  - Provide Registration Services
  - Bring in the Right Entertainment for your Private Events
  - Escort your Group and Manage all Program Logistics on-site

**We bring over 25 years experience planning and operating Incentive Travel and Meetings**

# Additional Services to Make Your Incentive and Recognition Programs More Effective

- S-A-M Communication and Administration Programs to Motivate and Track Sales Performance
- S-A-M Pre-Paid Reward Cards
  - Cost effective solution to recognize and reward Sales-Channels, Employees, and Customers who sell or buy in Small or Large Quantities
  - Can be Custom Branded with your Company Logo

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