



# S-A-M | THE STRATEGIC SALES AND MARKETING GROUP

## *Our Reputation Proceeds Us*

### **S-A-M Consulting Service**

*The most critical part of any Group, or Individual Incentive Trip, is the Structuring of the Metric Percentage, relative to the required increased sales needed by your sales channels, to fund your Individual or Group Incentive Movements.*

- Using our 25 years of experience, we will consult with your team, so we understand your Group Incentive Trip Sales Objective
- Once agreeing on your realistic Group Trip Sales Objective, our Team, will create the correct metric-percentage of Increased Sales that will be required by your sales channel participants to fund your trip cost.
- Once determining the total dollar amount that will be generated, by your realistic sales objective, our team will make Trip Destination Cost Suggestions to determine the number of qualifiers expected to qualify for your Individual or Group Incentive Movements.
- Allow our team to consult with yours, so we can demonstrate our Experience and Customer Service.

### **S-A-M Individual Travel Incentive Program**

*We offer a turn-key, self-motivating program where qualifiers decide WHERE they want to travel, WHEN they want to travel, and WHO they travel with!*

Group Destinations will Never Motivate All of Your Sales Channels.

#### **Our Individual Travel Incentive Program is:**

- Self-Motivating
- A Shared Travel Experiences with Significant Others
- Increases Company Morale
- Creates Company Loyalty
- Attracts Quality New Hires
- Motivates Medicare Performers
- Spotlights Poor Performers

### **S-A-M Group Travel Incentive Program**

*Using our wealth of experience across a wide range of industries since 1994, we know what vendor concessions your company is entitled to for your Group Incentive Program. We require, each vendor to comply with our requested concessions, before ever presenting a contract for our clients to sign.*

- A Tribute to our "Personal Service" is that many of our New Clients have been recommended by our Existing Clients - "Our Reputation Proceeds Us!"
- Our Account Executives strategize with each New Customer to completely understand their vision of their trip, then they craft an Innovative, Creative, Memorable Trip Experience for your Top Sales Channels, that is Always within your estimated budget.
- Since we have operated over 650 Group Incentive Movements, we are your best ally when your trip requires "Crisis Management Support". As an example, during Hurricane Katrina, we needed to move two different client Incentive Trips from New Orleans, to different locations within 72-hours of their trip operating.

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

*Our UNIQUE PROGRAM offering ON-DEMAND MEETING AND INCENTIVE TRAVEL ASSISTANCE. This service allows companies that are currently under contract, the ability to utilize our Professional Meeting Planners on an out-sourced basis to assist with such things as:*

- 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.
- Bring in the Right Entertainment for your Private Events.
- Escort your Group Incentive Trip and Manage all your Program Logistics.

## S-A-M Communication & Administration Program(s) for Group and Individual Incentives

*Our Marketing Department gives your Group or Individual Program the proper "LAUNCH", followed-by Timely, Motivating Pieces, about your Destination, Resort, Sightseeing, Shopping, Dining as well as a Creative Grid, to show where each Sales-Channel stands, relative to Qualifying for your Travel Incentive Program. In addition, we know it's crucial to have our Program reach the "Significant Other" since they are the driving force for your "Sales-Channel" to Earn your Trip Reward.*

- These Cost-Effective Motivational Tools Will Drive Increased Participation by Increasing your Sales Channel Performance.
- Historically having a Communication and Administration Program, running alongside your Annual Group, or Incentive Program, will Maximize your Incremental Sales to fund your Travel Incentive Program Costs.

## S-A-M Reward Cards

*Most efficient way to reward Sales Channels, Employees, and Customers who sell or buy in Small or Large Quantities.*

- Cost-Effective Solution.
- Different Denominations can be used to Reward Sales Channel, Employee, or Customer Performance.
- Prepaid Reward Cards are viewed as a greater value than cash equivalents by participants.
- By offering Prepaid Cards, you stand to improve Engaging Sales Channels, Employees, and Customers dramatically.
- Your prepaid cards can be Custom Branded with your Company Logo.
- Versatility, Prepaid Cards can be used for any type of Company Related Recognition.

## S-A-M Travel Certificates

*Travel Certificates are a great marketing strategy. According to a recent survey conducted by USA Today, 93% of Sales Channel, Employee, or Customers prefer Travel Certificates over cash, simply because they feel recognized among their peers.*

- Turnkey process.
- We suggest, for those top performers that are unable to attend your Annual Group Incentive Trip, be rewarded an equal value Travel Certificate.
- Fixed budget.
- S-A-M Concierge Agent creates the perfect Travel Experience for each Qualifier.