

dedication

PPAI/111489

inspire

outstanding contribution

honor **S A L E S** safety

S E R V I C E

encourage

S A F E T Y

inspire



a series of
case studies

show appreciation

reinforce

congratulate

outstanding contribution

inspire

years of service

BLACK FOREST LTD.

Manufacturers of Corporate Jewelry and Awards

SALES Case Study

An insurance company wanted to motivate their sales team using an award with high-perceived value.

At the beginning of each year, every sales person is given a ring sizing chart along with a letter and photo explaining the sales incentive program. The top 10% of the sales force receives a 14 Karat gold ring. Each repeat winner receives a Diamond addition.

The ring top was designed with a ladder theme in mind. The Diamonds “climb the ladder” through years of sales achievement.

Since the ring sizes are collected at the beginning of the year, the winners are surprised with their custom ring at the annual awards banquet.

Sales goals were met or exceeded every year after this program was initiated.

This residual business is a win-win-win for the manufacturer, distributor and end user.

“Custom rings are a powerful motivating force. Their perceived value can’t be matched by many products due to their heirloom nature and market value.”



Service Case Study

A large, east coast hospital desired a turn key recognition program to enhance their corporate culture and promote longevity. Their goals included:

- Hands-off program for managers and HR*
- Modern, clean look*
- Custom gift selections*

Every quarter we receive a spreadsheet of recipient names and addresses. This includes 1,200 – 1,500 recipients. Presentation packets are sent out monthly to the recipient's home. This packet includes a custom- designed gift packet and folder, custom keytag, framed certificate, and letter from the President all enclosed within a black presentation box with gold seal.

Recipients have 2 months to place their order. Non-responder reminders are sent after 1 month's time. A default clock selection is chosen for them if they do not redeem.

Each gift is drop-shipped to the recipient's home.

The hospital provides us the quarterly recipient list.

The distributor invoices the customer.

All administration and follow-up is handled by Black Forest.

“ This program yields \$385,000 to the distributor in annual sales. It yields a 35% profit margin with almost zero administrative duties. ”



Safety Case Study

Due to the rising costs of insurance and work related accidents, a large food distribution company from the Midwest asked our Distributor to assist them with a rewards program.

The primary purpose was to award their employees for being “safe-at-work.” The program would include approximately 6000 recipients annually and would recognize safety starting at 1 year with 1 year increments up to 36+ years of safety.

The things that had to happen to make the program successful were:

- 1** Distribution – Packets had to be shipped in batches to each location around the country within a two week time frame so that they could be handed out at the different safety banquets.
- 2** The value associated with the products had to coincide with the level of achievement and had to have a high perceived value by the employees receiving the gifts.
- 3** The packets had to be attractive, customizable with corporate identity items and flexible.
- 4** Many of the recipients are on the road so they needed easy/many ways to order their product.
- 5** The program must be easy to manage since the Safety Department Managers had enough to do dealing with OSHA and other reporting requirements.

Upon receipt of the recipient information, the packets were generated, collated and distributed to the different locations at least a week prior to each banquet. Orders were gathered via an online website, a toll free 800 number, e-mail and facsimile. Orders were then processed and drop shipped in 3-4 weeks directly to their homes.

Within 3 years of implementing the program, the company went from a 50% to over 85% redemption rate (industry average is less than 50%). The comments noted from the employees is that there is a “great range of selections,” “such a nice program shows that our management cares” and “it was so easy to order.” Management was ecstatic because with average non-safe issues costing \$100’s to \$1000’s of company dollars per incident, an increase of more than 2000 employees getting involved in safety and decreasing the incidents meant that the company was saving a lot of money.



“ This program yields \$495,000 to the distributor in annual sales. It yields a 35% profit margin with almost zero administrative duties. **”**