

Awards Collection Sales Guide

RECOGNIZE

MOTIVATE

REWARD

using the Power of choice!

Successful companies world-wide have realized that gift and incentive programs are not an expense, but an investment.

One that has paid big dividends as a program's goals are met. Implementing successful recognition programs while controlling the budget is what our customers demand - and we pride ourselves on delivering!

Whether the goal is to increase safety, employee retention, sales dollars, profit margins, or to simply say Thank You for a job well done, our Awards Collection can be the perfect answer.

Our program is flexible, cost effective, and turnkey.

We take pride in the level of service we provide from program development to product tracking and follow-up.

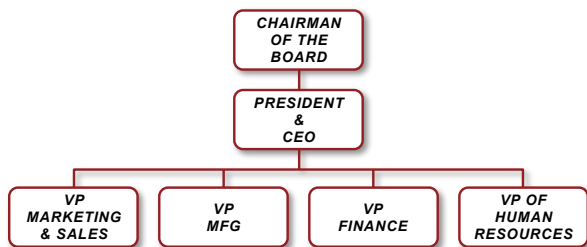
Recipients choose from jewelry pieces, home accessories, framed artwork, and much more.

The awards can be customized with a logo upon request.

As your partner in Recognition, we've put together the following guide to assist you with selling Recognition Programs.

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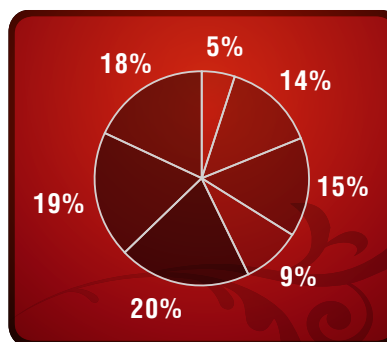
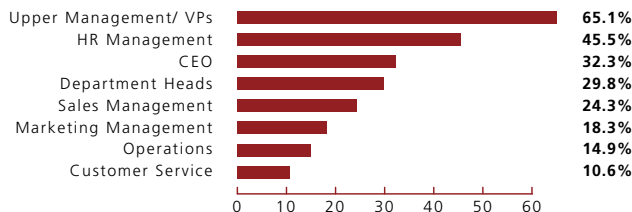
Who Buys Recognition Award Programs:



Who They Buy From:

Promotional products/ ad specialty distributor	18%
Direct from manufacturer (no rep)	19%
Incentive company/ house	20%
Local retail store	9%
Sales promotion/ Advertising Agency	15%
Manufacturer's representative	14%
E-commerce (internet)	5%

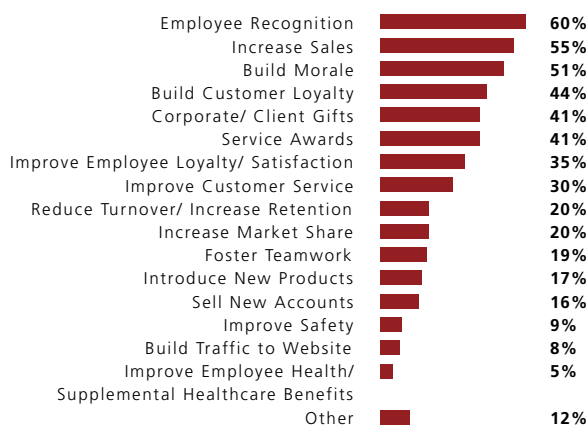
Who To Call On:



Types of Recognition Award Programs:

By Department:

1. Marketing and Sales
 - a. Quota Achievement
 - b. Cumulative Sales Programs
 - c. Top Volume Producers
 - d. Top Product Producers
 - e. Rookie of the Year
 - f. Sales Training
 - g. Sales Contests
 - h. Top Region
 - i. Customer Appreciation
2. Manufacturing
 - a. Safety Awards
 - i. Driver
 - ii. In Plant
 - b. Employee Productivity
 - c. Quality Circles
 - d. Program Management
3. Finance
 - a. Credit Management
4. Personnel and Administration
 - a. Service Awards
 - b. Suggestion Systems
 - c. Attendance
 - d. Birthdays



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Competition:

- | | |
|--------------------|--------------------------|
| 1. O.C. Tanner | 6. Tharpe |
| 2. Michael C. Fina | 7. Diamond H |
| 3. C.A. Short | 8. BI |
| 4. MTM | 9. ASI/PPAI Distributors |
| 5. Merits | |

A five step approach to selling Recognition.

1. Preparation
2. Introduction
3. Concept
4. Proposal
5. Implementation

1. Preparation Phase

Goals

- Target/Qualify Prospect
- Understand Customer's Business
- Identify and Gain Appointment
- Prepare Sales Materials for Introduction

Materials

- Prospect Qualification Guide
- Specific Account Research
- Letter of Introduction

Prospect Qualification Guide

Company : _____
 Contact : _____
 Address : _____
 Telephone : _____
 E-mail : _____
 Web Address : _____

Qualification Criteria:

1. Am I currently doing other business with the prospect? If so, do I have a good rapport with the company?
2. Does the company currently have a recognition program? If not, is there an obvious need for a program?
3. Is the probability good that this prospect will buy a program?
4. Is the account financially stable to support a program?
5. Is the return on my investment (time,initial costs) equal to the pay off generated by the program?
6. Does the prospect offer more long term potential than most of the prospects in my territory?
7. Will selling this account lead to other business in the area?
8. What is the size of the company?
 - a. Employees _____
 - b. Annual Sales _____

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Account Research Guide

Research material is available from an variety of sources:

- Internet
 - Google, Yahoo, etc...
 - Annual Reports from the prospects web site
- Dun and Bradstreet's Corporate Management
- Moody's Investor Service
- Forbe's Annual Report on Business
- Trade Shows
- Professional organizations and associations
- Seminars
- Personal contacts

Sample Introduction Letter



Dear Prospective Client,

I am writing to you because I need your assistance.

Your Company is a leading designer of employee motivation and recognition programs.

Recognition of your people is an important investment in the long term success of your organization. We would like to share with you what other major corporations are doing to motivate and recognize their people. Programs that will improve productivity, reduce turn-over and increase employee morale.

Thank you for your interest in *Your Company*. I will contact you on Specific Date to learn more about your company and it's employee motivation programs.

Best regards,

John T. Jones

John T. Jones
VP of Personnel

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2. Introduction Phase

Goals

- Establish Trust/Rapport in your Company
- Establish Company Image and Approach to Recognition
- Identify Customer Needs
- Gain a Commitment for Action

Materials

- Client Profile
- Testimonial Letters
- Brochures
- Collateral Material

Client Profile

Name of Company: _____

Address: _____

City: _____ State _____ Zip Code _____

Contact: _____

Title: _____

Number of Employees: _____

Type of Business: _____

Service Award Program

1. Existence of a Program?
 - a. If yes – proceed with the questioning as follows.
 - b. If not – direct the conversation toward why a program is important.
2. Objectives of the program
 - a. Why do you have a service award program?
 - b. Is your current program meeting your needs and the needs of your employees?
 - c. Annual budget/redemption numbers for current program?
 - d. Decision date or when do you place your orders for awards?
 - e. Who is responsible for the program?
 - i. Awards Selection
 - ii. Program Administration
3. Program Criteria
 - a. Design
 - i. Does logo design reflect current image of your program?
 - ii. Does current selection of awards meet the needs of your employees?
 - iii. What would you change in the existing program?
 - b. Quality
 - i. Does the quality of your awards meet your standards?
 - ii. If change is needed, where or what would you change?
 - c. Service
 - i. How is your program administered or serviced?
 - ii. Are you satisfied with your current level of service?
 - iii. If change is needed, where or what would you change?
 - d. Value
 - i. How can your program be improved so you can get a better return on your investment in the program?

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- ii. Potential new awards?
- iii. How do your employees perceive the value of their awards?
- e. Satisfaction
 - i. How can we help you improve your program/save money?

Sample Testimonial Letter



XYZ Marketing Company
Address
City, State Zip

The purpose of my letter is to express to you our sincere appreciation for your excellent service in delivering our employee recognition awards ahead of schedule.

The service award pins and the awards packets were presented to our employees at the banquet last Saturday. Our employees really liked the new design of the pin and the value/variety of the products within their awards offerings.

Congratulations to you and your fine company for a job well done. We look forward to working with you on future recognition programs.

Best regards,

John T. Jones

John T. Jones
VP of Personnel

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3. Concept Phase

Goals

- Review the concept of recognition
- Relate to customer needs
- Obtain employee profile or data for proposal
- Secure preliminary commitment to buy and set presentation date

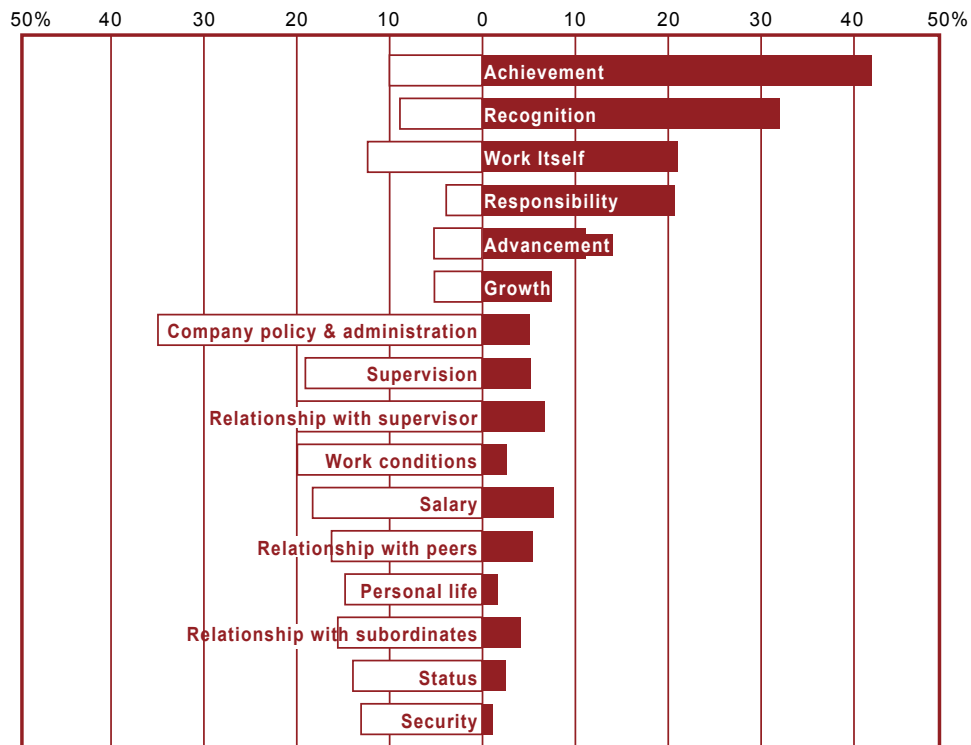
Materials

- Concept Pieces
 - Herzberg
 - Maslow
 - “What Price Loyalty”
- Packet Samples
- Product Samples
- Industry lists, brochures, case histories, testimonials

Factors characterizing 1,844 events on the job that led to **extreme dissatisfaction**

Factors characterizing 1,753 events on the job that led to **extreme satisfaction**

Percentage Frequency

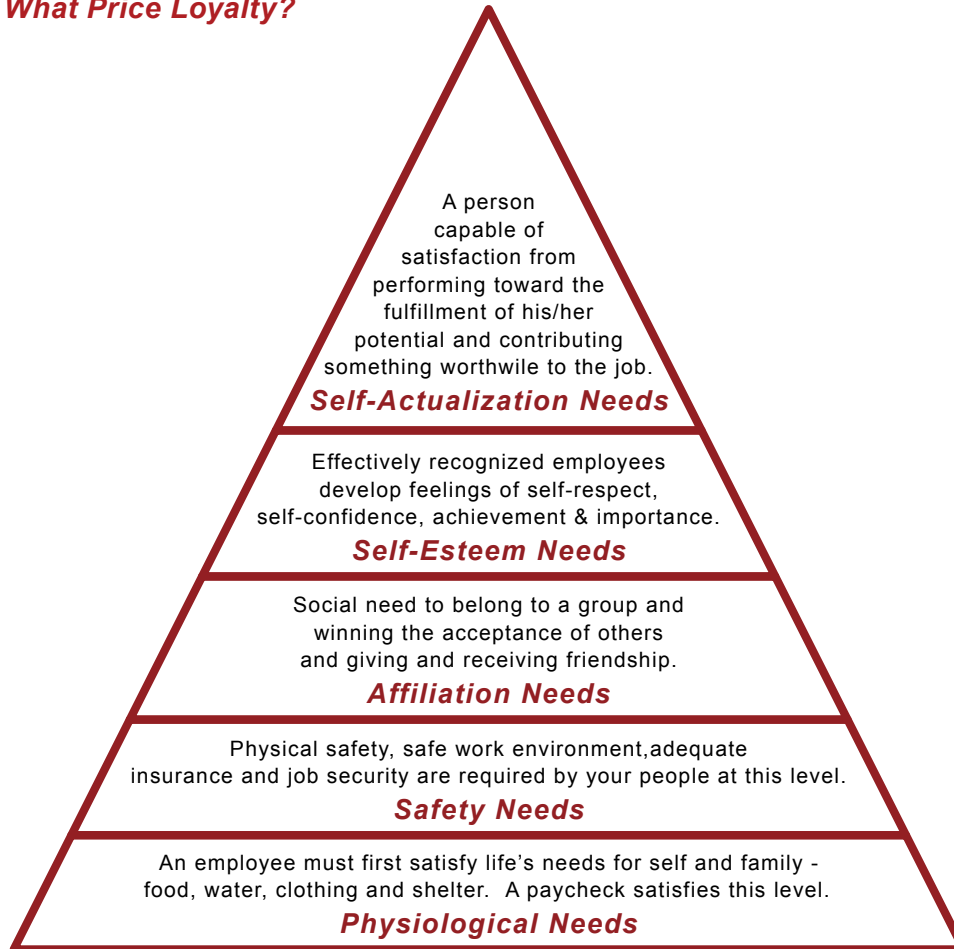


Frederick Herzberg, in his research, found that employee achievement and recognition are the two motivating factors intrinsic to the job environment.

Job satisfaction is dependent on these factors, while job dissatisfaction can be attributed to company policy and salary

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What Price Loyalty?



What workers **SAY** they want:

Interesting work.
Full appreciation for work done.
Feeling of being in on things.
Job security.
Good pay.
Promotion and growth.
Good working conditions.
Loyalty to employees.
Help with personal problems.
Tactful discipline.

What managers **THINK** employees want:

Good pay.
Job security.
Promotion and growth.
Good working conditions.
Interesting work.
Tactful discipline.
Loyalty to employees.
Full appreciation for work done.
Help with personal problems.
Feeling of being in on things.

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4. Proposal Phase

1. Goals
 - a. Reaffirm concepts and establish program benefits.
 - b. Present appropriate samples
 - c. Select the design (art)
 - d. Present proposed program with cost proposal
 - e. Ask for approval to proceed with the order based upon delivery date.
2. Materials
 - a. Proposal discussion
 - b. Packet samples
 - c. Product samples
 - d. Present artwork
 - e. Proposed program and pricing
 - f. Discuss production schedule.
3. Creating Your Program
 - a. Obtain a budget and type of achievement: (exp:)

1 Year of service	\$ 50.00
3 Years of service	\$ 75.00
5 Years of service	\$ 100.00
 - b. Provide Black Forest with the corporate logo, contact name to show on the certificate / order form, and budget information. *
 - c. Present the custom packet/proposal Black Forest has created along with our full price guide listing all products and pricing levels.
 - d. Have your client make the following decisions:
 - Where would they like the packets sent (HR, team leaders, corporate office, the home. etc.)
 - Where the orders should be placed (default is ordering on-line, Black Forest phone, fax, or mail.) Other options include having the client gather the orders, or having them come to you, the distributor
 - Determine how long the recipient should have to place their order (We recommend printing 10 days on the form to ensure a prompt response)
 - Where should the awards be sent (to the company, to the home, etc.)
 - Select a default gift to ensure all eligible recipients receive an award
 - Also have your clients customize the certificate page and order form to include any verbiage they would like. The customization, can include a photo of the President, signatures, etc. to make it more personal.
 - e. Once all of the above has been determined and budget levels set in place, we will print out all custom levels for approval.
 - f. After approval, we are ready to start! Provide us with a list of recipients, and custom packets will be sent out within 3-5 working days.



5. Implementation Phase

1. Goals
 - a. Design brochure or other program communication device
 - b. Finalize corporate logoed designs
2. Materials
 - a. Assemble award selections
 - b. Place order