

DIRECT SELLING

CASE STUDY

050711-019



**“This incentive helped
drive our growth to
27% for the 4th quarter.”**

- INDUSTRY** Direct selling: Candle manufacturer.
- OBJECTIVE** Increase sales by rewarding distributors.
- TIME FRAME** 4th quarter.
- OFFER** They offered their distributors a fabulous 3-day/2-night Adventure Advantage™ vacation to increase their sales over a 3-month period.
- RESULTS** “The incentive exceeded our expectations as I had budgeted awarding 130 distributors and we actually awarded 157 distributors. The incentive helped drive our growth to 27% for the 4th quarter.”
- NEXT ACTION** Planning a second and third successful promotion using Motivation Advantage vacation incentives.