

D I S T R I B U T O R

CASE STUDY

050921-003



Increased sales by
20% over same time period
of previous year.

INDUSTRY Distributor.

OBJECTIVE Increase sales by 20% over a two month period.

TIME FRAME 2 months.

OFFER 3-day/2-night Ultimate Advantage™ vacations.
3-day/2-night Destination Advantage™ vacations.
3-day/2-night Vacation Advantage™ vacations.

RESULTS The promotion was very positive and their sales were up 20%. They liked the entire campaign and would definitely run this program again.

NEXT ACTION Plan another successful promotion using Motivation Advantage vacation incentives.