

# Wholesale Distributing

## CASE STUDY

060824-001



One individual had an incredible  
600% increase in sales!

**INDUSTRY** Wholesale Distributing.

**OBJECTIVE** Increase sales.

**TIME FRAME** 90-day period.

**OFFER** There were three vacation levels that could be attained based on overall sales results; a Sterling Advantage™ vacation package, an Ultimate Advantage™ vacation package and a Vacation Advantage™ vacation package.

**RESULTS** The results produced sales with a 30% increase compared to the previous year. One individual had an incredible 600% increase in sales! Within weeks of the promotion ending, excited people were calling to say that their vacations were booked and confirmations were already received proving to be a productive and efficient incentive for both those awarded and the company.

**NEXT ACTION** Utilize Motivation Advantage's travel incentive products for the next promotion to attain higher sales.