

# Wholesale Distributor

## CASE STUDY

070322-001B



**The wholesale distributor  
found the service to be friendly  
and courteous.**

**INDUSTRY** Wholesale Distributor.

**OBJECTIVE** Increase sales.

**TIME FRAME** 90-day period.

**OFFER** The promotion was based on a specified amount of purchases attained and the contractor reaching their goal would be awarded a 3/2 Destination Advantage™ vacation

**RESULTS** The results produced not only an increase in sales but having used other companies prior to Motivation Advantage, Inc., the wholesale distributor found the service to be friendly and courteous. If a problem was experienced, Motivation Advantage quickly took corrective action to resolve any issue and make sure both the client and travelers were properly taken care of.

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