

Wholesale Distributor

CASE STUDY

070322-001D



**“Not only did we experience a greater lift
in sales than we expected,
the vacation packages generated a
tremendous amount of excitement...”**

INDUSTRY Wholesale Distributor-Bottler.

OBJECTIVE New Product Launch/Internal Sales Promotion

TIME FRAME 90-day period.

OFFER 3/2 Ultimate Advantage™ vacation package was awarded for those opening a new account.

RESULTS “Not only did we experience a greater lift in sales than we expected, the vacation packages generated a tremendous amount of excitement for our sales team and they were very eager to win one.”

NEXT ACTION Utilize Motivation Advantage’s travel incentive products for the next promotion to attain higher sales and aide in new product launches.