

INCENTIVE TRIP CASE STUDY: HOMEBUILDER

A large developer in the Orlando area wished to establish an incentive program for their hard-working sales team to sell more condominiums, townhouses and homes in a new, luxury resort community.

THE GOAL: APG needed to come up with a trip to help this builder to motivate employees to reach their goal. The company is very family friendly and allowed employees to bring their kids on the trip. They needed a destination and hotel that would cater to both adults and to families.

THE SOLUTION: The Fiesta Americana Grand Los Cabos offered the right combination of deluxe amenities and family services.

THE RESULTS: People worked even harder to achieve their goals as many of the employees have families and wanted to be able to bring their families away on the trip. It was an opportunity for all the employees' families to meet!



Cabo Del Sol



Whale Watching Tour



Fiesta Americana Grand Los Cabos



The Arch - famous spot in Cabo San Lucas



REACH YOUR SALES GOAL NOW!

EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.



How APG can help your business with an incentive trip?

If you want to increase sales, then you need to *motivate* your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. **You build a business through relationships.** A group trip allows you to build relationships with your customers, yielding returns for years to come!



Increase sales & profits through customer & employee recognition.



Immediate return of investment



Engage your team & customers to reach goals and boost revenue



Reward results with an unforgettable incentive trip

Call APG and give your dealers an experience they'll be talking about for years!

Accelerated Performance Group, LLC

Locations in Florida and New York
(973) 891-1900

INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL

www.apgtravel.com