

# INCENTIVE TRIP CASE STUDY: CEILING TILE DISTRIBUTOR

A distributor of commercial and residential ceiling tiles, wall and suspension system solutions in the Southeast asked APG to help with their dealer loyalty program.

**THE GOAL:** Reward the distributor's top customers with a deluxe incentive trip to a European destination.

**THE SOLUTION:** APG planned a deluxe trip to Rome, Italy for 210 participants. APG created an exclusive marketing campaign to promote the trip that included an announcement piece, follow up mailers and imprinted items from Italy that piqued customers' interest during the earning period. The trip included private events including a welcome evening with a show at the famous Fantasia di Trastevere, private tour to Tivoli and Villa d'Este and a special dinner for the group in Monteripoli, and another to Pompeii and Sorrento. Plus a gala farewell evening at the hotel. In addition, a 4 day/3 night extension to Florence was offered as an option on a buy-in basis.

**THE RESULTS:** The customers were excited as this had been the company's first trip to Europe. As a result, record sales were achieved for customers to earn the trip. Plus, lifetime memories were created on the trip. The next year's trip was announced at the farewell evening and, largely because of the success of this trip, the people were eager to sign up for the next trip.



*The Colosseum*



*Trip Logo*



*Private Dinner at a restaurant in Monteripoli*



*Company's president welcoming the group to Italy*



## 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!

# REACH YOUR SALES GOAL NOW!

## EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

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

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