

Tips for Irresistible Incentive Programs



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Generate new business. Reduce waste and inefficiencies. Encourage innovative thinking. Reward. Recognize. Celebrate. Incentives are great motivators for achieving a variety of company goals. To create a reward program that's truly rewarding, follow these simple guidelines, courtesy of the professional motivators at Leed's:

Offer choice – A Maritz Poll reported 73% of respondents preferred to choose from a variety of awards rather than a pre-selected gift. Offer choice by creating gift sets for home or office.

Keep it simple – Let clarity and simplicity be your guide. Too many program rules and stipulations can cause confusion and frustration, and will negatively affect participation.

Set reachable goals – Set a series of goals that build on each other. This keeps everyone motivated and encourages them to strive for higher levels.

Communicate early and often – After the kick off, send weekly emails with updates and new information. This will keep people involved in the program.

Reward instantly – Hand out awards immediately after the program ends. If too much time passes, people may be less motivated to participate in the next program.

Irresistible incentive programs begin with a little planning and end with a lot of positive results!

Nancy Schreiner is the president of Excel Advertising Specialties Inc., Burlington-based branded promotional products specialists. Excel Advertising's focus is providing promotional product expertise, superior quality and value, along with exceptional customer service to businesses and organizations of all sizes. With more than 15 years of promotional products experience in the industry, Nancy and her team smoothly guide clients through the detailed process of ordering promotional products – with exceptional results! Proudly Canadian and based in Burlington, Excel Advertising has been in business since 1995. Excel Advertising was recognized with the finalist award for Small Business Excellence by the Burlington Chamber of Commerce in 2005 and 2006, a rare and significant accomplishment.

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