## Sales Incentive Program



Campaign included:

- Trip to Carribbean for winners
- Monthly progress reports to sales team
- Multiple motivational direct mails to sales team
  - Message in a bottle
  - Adventures in Paradise with Ed and Louise (tape recording)
  - Magnet thermometers
  - o Etc

Acknowledgement: Campaign was created by Louise and Jo Ann while they were employees of Organon Teknika