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## **And the Incentive Is ... a New Kitchen!**

Working at Carpet Express in Dalton, Ga., Jim Young Jr. was used to incentive programs offered by major manufacturers. But when Beaulieu of America rolled out a program through Hinda Incentives, Chicago, Young took notice. He had already won a home entertainment system with a DVD, stereo, and big-screen TV; an electric paddle-boat; and trips to Aruba and Las Vegas. Now, he set his sights on furnishing his kitchen.

In one year, through obtaining points for sales of higher-grade carpets, he'd done it once again, this time winning a dishwasher, stove, and refrigerator.

"It was a smart program," says Young, who praised Hinda's incentive programs. "They offer the best customer service."

But wait, you ask: Who chooses an appliance over a warm weather vacation?

"Travel is fine up to a point," he says. "But there's only so much time you can be out of the office."