

Solutions Snapshot

Distribution – Celebrating Sales Success

The Situation

A leading distributor of packaging materials operated an annual sales recognition trip for years which had become an important tradition representing the organization's values and culture. The opportunity to earn a trip consistently encouraged reps to aspire to higher performance levels.

The pandemic brought this honored tradition to a screeching halt. Yet, the company's best reps still demonstrated outstanding performance, innovation and resilience in the most challenging circumstances anyone could remember. The company's executive team was determined to maintain their rich recognition tradition and thank their top performing sales reps. Enter Hinda Incentives.

The Solution

Hinda designed an award experience to engage top performing reps and their families in lieu of travel.

- Reps were invited to a special company-branded award site with thousands of award options in categories to appeal to any lifestyle including:
 - Electronics
 - Home & Garden
 - Household
 - Sports & Leisure
 - Individual Travel & Experiences
- Each rep was awarded points based on the award level they attained
- Points redeemable for thousands of award items

The Result

- Top performing reps appreciated being recognized for their contributions in a year when many organizations were cutting back
- The broad range of offerings allowed earners the "power of choice" with desirable and memorable awards
- Management was excited to maintain their recognition tradition and reinforce the value of their sales reps
- Discussions have begun on using these awards in the future to recognize even more personnel for their contributions