

So ... you won President's Club. Again. Great! Now what?

This is a common sales comp question that comes up at many roundtables – here's our quick take on how to reward your repeat winners.

Not the best ideas

- A fleet upgrade. Feels cheap for a repeat President's Club winner, messy to administer, and not an obvious P-Club status symbol.
- More "P-Club bling." Bring them up on stage, put them on a special list, but don't expect them to get too excited about a bigger winner's ring or another engraved bowl.
- An extra TV. Top reps face the "everyone has a flat screen TV in every room" dynamic after a career spent winning contests and awards.

Preferred concept

- A "DIY" travel package (in addition to the P-Club trip) to give your repeat winners a choice in their award:
 - Avoids the "TV in every room" issue as repeat winners can choose trips that are new and exciting to them.
 - Tapping into consumer psychology, studies have shown that "satisfaction with material purchases tends to decrease over time, whereas satisfaction with experiential purchases tends to increase ¹" – in other words, your material possession may become obsolete and less exciting as newer "toys" come along, while your experiences will be remembered more fondly in the future and require no comparison to validate their worth.
 - As a plus to your sales comp program, repeat winners' colleagues will see/hear about their trips online and at meetings to foster additional motivation beyond just the group of repeat winners.

How to execute

- Award additional "DIY travel" prizes (e.g., offer options such as 2-3 nights in San Francisco, Maine, Bahamas, etc...) to repeat winners – premium trips that do not break the bank
- There are a number of sales incentive management agencies that can design and run the "DIY travel" award program for you.
- Additional consideration: if you want to combine experiential and material awards, you could send winners on an "overseas delivery" trip to visit an auto factory and pick up their new fleet car - for example, the Volvo Overseas Delivery package.



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¹ Carter, T. J., & Gilovich, T. (2010). The relative relativity of material and experiential purchases. *Journal of Personality and Social Psychology*, 98(1), 146–159.