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Professional Development January 11-12

Exhibits Open January 13-15

Get In The Game Of Selling Incentives

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Certif-A-Gift Co.

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Certif-A-Gift Co.

Daryll H. Griffin

Accolades, Inc

MAS - 1.5 pts

Tuesday, January 12

8 - 9:30 am



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The Motivation Show '09

“Get in the Game” of Selling Incentives

Today's Panelists:

Mark Repkin: Vice President, Certif-A-Gift

Daryll H. Griffin: President & Founder, Accolades, Inc. (Distributorship in Atlanta, GA)

Brant Dolan: Director of Sales, Certif-A-Gift

Incentive programs present tremendous sales opportunities and value differentiation for forward thinking promotional product companies. The following outline provides a roadmap and discovery questions to better understanding and uncover incentive opportunities within existing clients as well new prospects.

I. Developing an incentive and recognition sales strategy for existing clients.

1. What are the major sales strategy differences between selling promotional products and performance incentive programs?
2. What's the difference between Incentives and Recognition and identify examples of each?
3. What are the strategic differences between selling an existing performance incentive program or creating a new program?
4. What services are required to compete for incentive programs?
5. How can we best position ourselves as a viable incentive provider, especially with existing clients who know us solely in the area of promotional products?



II. Prospecting techniques

1. Who should I call on? How can I best develop a prospect list to capitalize on existing relationships and known budget holders?
2. What are typical Buyer expectations and decision making criteria?
3. What industries and what size of companies are most likely to use incentive or recognition programs?
4. What should I be doing to prepare before I make a sales call?
5. How long does an incentive sales cycle last? What are the steps?

III. Questions to ask

1. If I am meeting a potential buyer for the first time, how do I set myself up to be an incentive consultant as well as a promotional products provider?
2. Can you give me some examples of good prospecting questions?
3. What are some of the most common incentive performance objectives companies have?



4. What objections should I be prepared to address when first meeting with a prospect?

IV: How to become more educated on best practices

1. What techniques are good to stay on top of my client for finding incentive or recognition opportunities?
2. What resources are available to learn more about the incentive industry (associations, seminars, magazines, etc)?
3. If I don't want to know everything on incentives, but just enough to make sales, what do you recommend (at minimum) I know?