



**Secret Strategies for Increasing Motivation and Retaining Your Best Employees**

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As with any product and service, there is what we call the “Input-Output Model”. This basically means that there are certain tools, resources and talents that are put into the task at hand in order to reach a desired outcome, or “output”. Many employees in the past, as well as the present are viewed as a type of “input” and nothing more. While this theory may be substantial when it comes to the technicality of production, it is an inappropriate mindset. Employees started wanting more recognition, more work tailored to them personally, and different types of motivation. Here, you will learn secret strategies for increasing motivation and implementing incentives to employees.

## **What Is Employee Motivation?**

Employee motivation is simply a technique that a business and/or corporation implements in order to give the individuals working in the capacity of that company an incentive to push forward, and give all they have to their work. In order to motivate employees to do what it is that they need to do, and make that additional step to exceed expectations, many employers offer incentives. One of the most popular and effective types of incentives that you can provide to your employees are gift cards and travel incentives. This type of motivation has been used in a number of businesses – some of which are Fortune 500 companies – successfully for many years now!

## **The Hierarchy of Maslow**

Maslow is noted for his extensive work and studies in the field of psychology. During the peak of his career, he determined that all people, regardless of sex, gender, age, and/or culture have at least five basic needs. He developed a hierarchy system that identifies each of the needs. While each of these five components can apply to many different aspects of a person’s life, Maslow insisted that the flow of needs should be addressed in a “bottom up” fashion. This means the very bottom need must be met before one can move up. If you manage employees, it is essential that you understand the hierarchy and know where to start. The following details the five needs, starting with the bottom, and some examples of each:

- Physiological – This covers things that are part of who we are physically. Examples of the needs in this section include food, sleep, and even homeostasis.
- Safety – This means security in the job, at home, and everywhere else.
- The Need to Be Loved and/or Needed – This includes relationships with coworkers, bosses, family members, etc....
- Basic Esteem – This covers respecting others, being respected, the sense of accomplishment, and confidence.
- Self Actualization – This is the need where we can solve problems such as those that occur in the workplace, and where we accept certain facts as truth in our lives.

## **Employee Motivation and Incentives**

Now, as more and more companies succeed in implementing the use of incentives to encourage and motivate, many of these businesses are wondering when they should and when they should not provide incentives such as grocery savings certificates, travel packages or a branded company coffee cup. I use a simple method in order to determine which employees qualify for incentives and which employees do not qualify. I never reward incentives like gift cards or travel incentive packages for those people within the company that are doing what is expected of them. Sounds a little harsh, right?

Employees should not receive incentives that are performing within their job duties. When they agreed to the job, they accepted their responsibilities as a bare minimum. They committed to do this and that. While you can encourage them if they are struggling, or even brag a little when they hit metrics, you should never provide incentives for this type of performance. If you do, they will continue to expect the rewards. When they do not see any incentives, resentment and hostility will develop – the attrition rate may even be high.

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If you see an employee that is exceeding expectations, this is the employee that deserves an incentive – especially a gift card or travel incentive package. This means that this employee is having a positive impact on the business, and if they are rewarded for it, they will continue to strive to only get better in their work. You know what this means, right? It means that your business will become more successful overall!

## 5 Ways to Create Successful Employee Incentive Programs

One good reason why [employee incentives](#) sometimes prove to be ineffective for companies is because of the mistaken belief of employers that everything begins and ends with the employees. In truth, employee incentive programs can only be successful if you incorporate, integrate, and relate it with everything that makes up your company.

### Make Your Company Goals and Mission-Vision Employee Centric.

Remember that [employee incentive programs](#) are made up of two sections: financial and non-financial incentives. To achieve and provide the latter, start by reviewing your company's goals and mission-vision statement. Are all of them about you earning profit and nothing else? Is there any mention made about how employees benefit if and when your company does well? Is there any mention made about how much a company relies on its workforce?

Once you've made the necessary corrections, take the time to explain the changes you've made to your employees. Make sure that they understand the need for cooperation and harmony. Lastly, emphasize the give and take relationship between the company and the employees.

### Make the Financial Incentives Sound as Exciting as Possible.

When introducing an [employee incentive program](#) to your workforce, do it the way you would advertise a new product to your market. Make everything sound as exciting and as attractive as possible. Don't rely on mere figures to convince your employees to follow your directives. Yes, they're powerful, but why leave it at that when you can make them sound even more tantalizing?

### Be Fair and Realistic with What You Want to Get.

Employee incentive programs that offer multimillion dollars' worth of commission won't work if you're asking your employees to give you the stars and the moon.

When deciding on the goals for your [employee incentive programs](#), make sure that they adhere to two important conditions. Firstly, they must be fair to your employees. Don't ask them to do something that – although achievable – might compromise their values and principles. Don't take advantage of your employees if you become aware that they're at desperate straits and liable to do anything for the incentive you're offering.

Secondly, they must be realistic. Don't give out rewards that are obviously unattainable because you've attached impossible goals to them. Don't dangle incentives in your employees' noses if you don't mean to give them out in the first place. Consider time constraints as well. Are you giving them enough time to complete the task at hand? What about the required resources? Do all your employees have equal access to the necessary resources?

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## Options, Options, Options

The most effective [employee incentive programs](#) are those that provide employees with numerous options to choose from. You must always be flexible when creating and modifying your employee incentive program. Don't expect all your employees to fall in love with your first choice. People tend to have different priorities and perspectives, and to ensure that your employee incentive program will work, give your employees the freedom to choose the reward they wish – but only within reason and within your power, of course.

## Use Winning Employees as Models

When an employee is rewarded by your [employee incentive program](#), take lots of photos of how happy he or she is with the rewards provided and use this as an example to motivate other employees to work harder in the future. A picture speaks a thousand words, after all, so seeing the actual effects of the employee incentive program will cause your employees to respond more favorably than having you expound on and on about its benefits.

## 7 Things You Need to Know about Employee Motivation

The process of learning how to best motivate your employees is long but rewarding. [Employee motivation](#) is one of the greatest factors that influence your business's ability to generate profit, it's important that you know how to motivate the people working for you in the most effective way.

**People Have Different Needs-** If you've ever had a theology class, your professor might have mentioned that people were created unique but fundamentally equal. Thus, it's important that you treat your employees fairly and without bias but at the same time acknowledge the fact that people have different needs as well. Thus, it's important that you employ different ways of motivating them to take into account their differences. These differences can manifest itself through an employee's race, culture, gender, educational attainment, work experience, age, or other similar factors. To know which factors a person best responds to, you need to take the time to get to know your employees one by one.

**Fear Only Has Temporary Effects-**Yes; fear can indeed work as a motivational factor but only for a temporary basis. In



the long run, it may still be able to ensure that your employees work the way you want them to but they're certainly not doing so for the right reasons. And in the end, these employees will either rebel against you or leave your company. Either way, you lose.

**Money Matters** – Say all you want about intrinsic motivation but in the end, it's never enough to put food on the table. You need to offer both types of motivations to your employees if you want them to perform the way you want them to. You need to give them both extrinsic and intrinsic motivation and there are no exceptions to this rule.

**Make Them an Integral Part of the Company** – You only need to look at how companies like Disney and Starbucks operate and you'll understand just how important it is to show that you can't survive without your employees. It's a

given already that they need your company to survive – you're the one issuing their paychecks after all – but they won't be able to feel that it's a vice-versa-thing unless you prove it to them. When they realize that you mutually need each other, your employees will definitely feel more motivated to work harder even if you're not promising them a hefty cash bonus at the end of the rainbow.

**Do Not Delay** – When an employee achieves a particular feat, make sure that you reward him appropriately and immediately. Delaying on giving the employee the reward he so richly deserves will only cause him to lose motivation in continuing to do the same in the future.

**Give Your Employees the Freedom to Choose** – Just because you feel that a particular reward is best for a particular employee doesn't necessarily mean that the said employee will agree as well. As such, it's important that you always give your employees the freedom to choose which prize they wish to work for.

**Lead by Example** – Employees won't be sufficiently motivated even if you're giving them a lot of incentives to work hard IF you're not working the same hours they do. As manager or owner of a business, it's important that you lead by example. Don't ask others to do something that you're not willing and able to do yourself!

## Effective Employee Attendance Incentives

Employees have been known to take excessive days off leading to production problems for many companies. One of the solutions is [employee attendance incentives](#). These are usually rewards given to employees as an incentive to limit their absences from work to a specified number of days.

The perceived benefits of employee attendance incentives are to give the employee some control over their income, and give them a greater sense of responsibility for their jobs. They are also meant to stimulate the employee to work harder than they might otherwise and perhaps find a more effective way to get people to go to work more consistently. However the employee attendance incentive has to be something of value to the employees it is meant to motivate. Without a sense of value, the desire to do better will not be there and attendance will not improve.



Many companies run [employee attendance incentive programs](#) on a quarterly basis to retain interest year round. They realize that if you run the program yearly, many employees will lose interest before the end of the year and the program will not achieve the desired results.

Control over income is a persuasive argument for employee attendance incentives. However this motivation is only temporary, since money is an ineffective long term motivator for a lot of people. Also employees have little ability in reality to alter their behavior significantly in order to affect their earning potential. However [employee attendance incentives](#) are meant to provide employees with a motivating factor to avoid unnecessary absenteeism. They are meant as rewards for reducing absenteeism.

The types of incentive programs used by companies are numerous. Some popular employee attendance incentives are things like cash bonuses, gift certificates, travel rewards and big ticket items such as electronics. Some companies allow employees to cash-in unused sick days at the end of every quarter, others give an employee two hours of bonus pay for every month of perfect attendance; and still others provide employees with a buffet lunch, a certificate of achievement, or even a scratch-off card concealing prizes.

One of the most important things to keep in mind is that the [employee attendance incentive program](#) that is used should be catered to your company and employees. This is easily accomplished by allowing employees to help you develop the incentive program. Furthermore, their participation in the inception of this employee attendance incentive may very well be a motivator in and of itself.

The duration of the employee attendance incentive program is also vital, and allowing your employees to help determine the length of time between incentives. Some companies find that simply [rewarding employees](#) with perfect attendance once a year works for them, while others decide once a month suits their situation better, and still others decide once quarterly or even once a week works best. The general rule of thumb is to reward workers more frequently the younger they are and the more difficult the work is to perform, however knowing your employees is what best determines what duration to put on your employee attendance incentive program. Also, it is best to start with small incentives and work up to larger ones if necessary, since if you start with the larger ones, what more can you add to make the employee attendance incentive program more attractive after the novelty has worn off?

## Examining Employee Motivation is Essential for Business to Survive in Today's Marketplace.

Many companies understand that if their employees are happy, they are more likely to be productive and the company will be more likely to do better when it comes to keeping clients happy and meeting set goals. Business owners may realize that [employee motivation](#) tactics would work, but if they do not understand on a personal level how these simple actions can affect a worker, they may not be likely to continue this process or procedure on a regular basis.

Instead, they may feel like they are wasting time or money and that the employees would be just as productive and happy if the particular [employee motivation](#) tactics were not in place. This can be especially true if a business owner tries out an unsuccessful tactic.

There are some businesses in which a particular motivation tactic would be appreciated and applicable for providing motivation, but if the same tactic were used elsewhere it would be degrading or demeaning. Because of this, it is very important that the proper technique is used in the right company or area. This may require a trial and error period, but this does not mean that the individual should give up on the idea of motivating employees through this process.

Instead, it just means that an employer needs to keep trying and find a more successful tactic. Employee feedback on particular motivation tactics could help a business owner figure out more easily what works and what does not.

[Employee motivation](#) is just as successful as personal motivators one may use with their children. For example, there are some parents that will give their child \$3 for every A they get on their report card, \$2 for every B and so on. This is done with the hope that the child will be stimulated to get as many A's as possible. When it comes to employee motivation, the same tactics can be applied. A business owner can set an attainable goal and the employees can work in order to do what they can to reach the goal and to be able to get the motivator that has been offered to them. It makes everyone feel good. The employee will feel rewarded and irreplaceable within the company and the business owner will be happy that the company is running successfully, which in turn will generate income.



When employees are happy, they can be more patient with the client, more willing to go the extra mile and more likely to be productive and efficient in their specific duties. There are a number of [employee motivation](#) tactics that can be put into place. Some can be as simple as weekly lunch meetings outside the office in which co-workers can bond. By strengthening the bonds between co-workers through employee motivation tactics it is more likely that the business team will work like a well oiled machine, content in helping each other where and when they can for the good of the whole rather than for the good of the individual worker within the business.

## Learn How to Create Successful Employee Incentive Programs

In order to help ensure a well maintained business or workplace, it is very important that the business keep the morale of the workers at a high level and ensure that everyone is as content and happy as possible. This will help to improve the productivity of the business, and this works to make sure that not only is the business successful, but that the workers are happy. Everyone wins. However, some companies and businesses may be unsure of how to go about increasing the morale and thus the productivity of their workers.

As a result, they may not be able to have the type of workplace that they desire, in which things run smoothly and with little negative reactions. To these business owners, it may be helpful and beneficial to consider different [employee incentive programs](#) that are being used successfully by other businesses as a mean through which the company is

maintaining an effective and positive environment.

There are a number of different options, and by reviewing other examples a business owner may be able to decide if a particular program would work for them or whether it makes them creative enough to come up with different ideas that would aid their company and workers. Some promotions and programs will be acceptable for certain companies and not for others. Because of this, it is very important that the business owner carefully think about whether or not the investment will help or hinder their specific and individualized company or workplace.

One of the most sincere forms of appreciation is when the boss takes the time to thank individuals for specific things that they have done that day or that week. It is cost effective, and will help to make co-workers feel valued and important. By taking the time to acknowledge an individual, the owner does not just recognize that goals were met, but that a particular individual had a hand in what was accomplished and is appreciated because of that. In order to generate more well-rounded employees, it can be helpful to have programs that work to reward individuals that do community service projects outside of work. Some [employee incentive programs](#) do work in order to increase the relationship and communication practices between the employees. They can range, but some successful examples include a dinner out, without relation to work, once a month.

There can also be lunch meetings once a week in which individuals are able to get to know each other better and relate to one another in a more informal atmosphere. Time off certificates for perfect attendance by an employee can also be a helpful incentive program that will help the company to function with more efficiency since individuals will be more inclined to call in for time off. Birthday programs in which a present is given to the employee on the day or week of their birthday can also help an employee to feel more appreciated in general. These [employee incentive programs](#) are just the start. There are many more examples that can be considered or created. Keeping a well run company also includes having successful employee incentive programs where there is an emphasis put on appreciating the individuals that help the company to be as successful as it is.

## **Top 10 Ways To Improve Employee Loyalty**

Any successful business owner will tell you that finding quality and loyal employees is very difficult. In most respects this cut throat world that we live in is to blame. No matter how good a company is there is always a place that seems to be better. This is the old grass is greener on the other side of the fence type thought process. However, it is now more than ever, critical for a company to hold onto the employees that are producing for them. This is a difficult task considering the fact that some other company is lurking around the corner waiting for you to slip up so they can snatch said employee.

So the problem is how to keep the employees that you have loyal? Well that is no easy task. No matter how much money you offer, there will always be someone offering more, so that is not really the answer.

The ten options below are meant to be used in conjunction with one another, not as a single quick fix type deal.

- Offer a low stress workplace environment.
- Offer fair compensation for the position with regular raises and evaluations.
- Stay abreast of developments in other companies that may be competing for your employees.
- Have an open door policy to make sure the employees feel they can come to you with issues.
- Offer dispute resolution that is fair and balanced no matter what.
- Remember that employees are looking for the best place to work and you should strive to that goal.
- Keep tabs on the goings on of the workplace to help dispel problems before they occur.
- Offer benefits to the employees such as healthcare and vacation time.
- Be available for new and exciting suggestions from the employees that may improve business.
- Offer an [incentives program](#) for the loyal and hardworking employees.

Keeping the good employees can be a very daunting task. Never should you take the time to put another productive employee before a non productive employee because they are what is going to keep your business running.

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Of hundreds of employees polled, 85 said they would love to see a rewards program that goes beyond a simple boost in pay. This is very good knowledge to have. It seems that many employees of companies would like to have something more than money.

Take the time to put everything about the [employee loyalty program](#) into a memo and ensure that everyone gets it. Lay out the rules on paper so there is no confusion and to make everyone clear on how things will work. Of course you will need to make sure that you have everything in place to make this all happen. The employees need to know the ins and outs of the program to make it work properly.

You may think that there is no way that you can afford to do a vacation deal for your employees. Well there is no reason why you cannot do something without spending more money than you have. In most cases there is an easy solution. Vacation incentives are very affordable, usually for a few dollars you can provide your employees with a vacation getaway. They provide you with special deal coupons for less than \$2 that will allow you to create an employee incentive program for the masses without taking a large chunk out of your profits. You can easily create an employee loyalty program that will not only boost productivity, but also keep the employees around for years.

### **How does this work and what is the catch?**

It's simple. One of the dirty little secrets of the hospitality industry is this...hotels, resorts, condos and cruise line are rarely booked to capacity. The prices of cruises, vacation getaways, vacation condo rentals and resort stays change daily based on market demand, projected capacities and vacancies. Resorts, hotels and cruise lines rarely obtain 100% capacity and actually lose money on vacancies. Vacancies result in no income.



Resort owners realize vacancies cost money and when faced with this fact, resort owners would rather occupy vacancies at a lower price than have completely vacant resorts, hotels, condos and cruises. Some money is better than no money. Therefore resorts and hotels are more willing to sell their unused rooms or accommodations at reduced room rates or create special [vacation package](#) pricing to attract guests.

Through contract negotiations with resort owners, hotel chains and condo resorts we have locked in the price of condo rentals, vacation packages and cruises and are able to offer you, the best value for vacations, condo rentals and cruise packages. Rather than leave all these rooms empty and not make any money, they sell off their unused inventory.

We are vacation brokers. We prepay for unused rooms and accommodations. Hotels, resorts, condos and cruise lines sell us their unused accommodations. We negotiate directly with the condo resort owners and cruise lines to provide you with excellent savings and the best deals. We pass these savings directly on to you.

Once the guests are there, resorts and hotels know that guests will spend money in their restaurants, gift shops and casinos. Rather than sit on empty real estate losing money, they sell us their unused rooms or accommodations at a deep discount. We buy their empty rooms. We offer these as incentives to businesses. Businesses purchase these and use them as incentives for employees and customers. Businesses increase their sales, customers pay room tax and a small activation fee. Everyone wins.

On our main product line, we give customers their 1st visit for just a small registration fee and room taxes of less than \$12 per night at a major hotel casino or deluxe hotel in other cities. Then we offer these same customers specials throughout

the year at the same hotels. We simply introduce people to deluxe hotels for just the cost of the room tax on their first visit. We offer them the opportunity to return as many times as they wish in the future at a discounted rate by booking through our company. Our hotels in Las Vegas are all major hotel casinos and in other cities we offer a class of hotel such as Doubletree, Hyatt, Marriott, etc.

For instance, In Las Vegas we are now offering 8 days and 7 nights, center strip for a total of \$140 to all our old customers. Every time we run a special, we get hundreds of re-bookings. This is where we earn our money. We book at hotels of very high quality in order to get our customers to re-book in the future as a paying customer.

## How to Create Effective Employee Incentive Programs

If you wish for your business to generate more profit than usual, you need to work on creating two types of [incentive programs](#): one for your employees and another for your customers.

**COMMUNICATE** – Use all the ways possible to know how your employees feel. Have them fill out evaluation forms, and encourage them to voice out their opinions. Make it a point to know them personally so that you'll also be able to read between the lines.

**EXTERNAL AND INTRINSIC MOTIVATION** – Both are important if you wish to properly motivate your employees. It's impossible for one to stand without the other. External motivation can be provided by giving away cash and other similar incentives like travel packages and gift checks. Intrinsic motivation can be provided by establishing company loyalty, aligning their goals with that of the company, and giving them sincere compliments when they do something exceptionally well. A simple pat on the back can do wonders to a person's self-esteem.

**MONITOR, MONITOR, MONITOR** – Changes in an employee's preferences may differ due to changes in the economy. Priorities may differ because of a change in lifestyle. Thus, it's important to constantly monitor and evaluate the effectiveness of your program.

**SHORT TERM VERSUS LONG TERM BENEFITS** – Be aware of which [incentives](#) would work better for motivating people to achieve short term goals and which ones would work for long-term goals.

**GIVE REWARDS INSTANTLY** – If an employee does something well, give him the reward he deserves immediately. Don't delay because your employees might think you're begrudging them of the reward they deserve.

## Improve Your Bottom Line With an Effective Sales Incentive Program



Your company's sales team is arguably the most exposed and hardworking group in your workforce, and that's just one reason why they need to be given the RIGHT incentives REGULARLY. And so yes, not just any incentive will do. What works for one company may not work for yours so it's important that you take the time to know your sales team well and determine as well just what you're capable of giving them.

### Factors to Consider When Determining What Sales Incentives to Give

**AGE** – People's likes and dislikes as well as their goals tend to differ as they age, and thus, it's important to give sales incentives that will suit your sales team's age range. If, however, they're composed of different generations, then you need to choose

something that will be ubiquitously desirable.

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**GENDER** – Gender-specific [sales incentives](#) are tricky because you could be sued for discrimination, but they're arguably more effective as well since you're giving your sales team – man or woman – what they really desire. One way of solving the discrimination problem is by giving them the option to choose.

**BUDGET** – Naturally, giving away sales incentives shouldn't bankrupt you. Evaluate your finances then determine just how much you're able to spend. Having a budget will also challenge your mind and imagination to think out of the box and be resourceful.

## How to Create Effective Programs for Sales Incentives

**Sales Incentives Have Two Faces** – And they're called cash and non-cash incentives. It's important that you offer both. Like it or not, people are generally easier to motivate if you're offering both money and recognition in exchange of showing better job performance.

**Motivation Comes from Within** – Before creating any [sales incentive program](#), you must also understand that no matter how hard you work on setting goals and determining prizes for employees, there won't be any changes made if the employees themselves aren't ready, willing, and able to change. Thus, be ready to be confronted once in a while with a few bad apples here and there. And when you do, don't blame yourself: it's those people – and not your program – that's at fault.

**Separate Sales Incentives for Short-Term and Long-Term Goals** – You must prepare separate and appropriate sales incentives for your short-term and long-term goals. Cash and similar monetary incentives work better for short-term goals because they work like confectionaries by providing employees with a temporary boost of physical and mental energy. Stimulants for intrinsic motivation, on the other hand, will definitely work better for long-term goals because it gives your employees a reason to continue working the way you want them to.

**3 S's for Sales Incentives** – When creating a [sales incentive program](#), always make sure that it adheres to the 3 S's rule: short, sweet, and simple. Anything complicated can discourage your sales workforce from bothering to change. And if you offer something sour instead of sweet, who'd want to work for it?

**Take Advantage of Your Affiliations** – If you only rely on your own resources to provide for sales incentives for your workforce, your options may be greatly limited. Thus, consider taking advantage of your affiliations. Negotiate with them for mutually beneficial contracts. Exchange favors.

**Evaluate, Evaluate, Evaluate** – And lastly, don't stop monitoring the results of your [sales incentive program](#). If you notice something that seems to have lost effectiveness, determine its causes then modify, eliminate, or replace it with something better.

## How To Motivate Your Employees Without A Lot Of Cash.



Let's face facts. It is hard to run a business in this day and age. Not only is money tight everywhere you look but it is getting harder to find quality employees who are willing or able to make the grade when it comes to sales. You need to have employees who are doing all they should be plus a little more to make your business successful in every way. The real question is, how does one make that happen?

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Well in most cases business owners try to provide more money as far as salary and bonuses are concerned.

However, one must wonder if this really does the trick. After all, if the employee gets more money for simply going through the motions, why should they do any more then that? That is the real downfall to raising salaries without having something in return.

What you are really looking to do is [motivate your employees](#) to make sure they are getting the job done and going above and beyond the call of duty. Now you could spend thousands of dollars and send them all to a seminar hosted by some over priced, capped teeth, infomercial reject and hope that does the trick. In most cases this will do nothing more then make the employees resent you for taking away their free time to go to the seminar.

There is a solution that will work. What about offering an [incentive program](#) for those that reach a certain goal? Sure, you say, and I am made of money. Well you do not have to be made of money to create a winning motivational reward program that will have the employees jumping at every chance to win.

The solution is all about travel and vacations. Who does not love the chance to get away? We all do. Seeking out some peace and quiet, away from the rigors of the daily grind. Your employees are no different. They would love the chance to get away and you can now give that to them without spending a load of cash.

The secret to this system is in the vacation incentive packages or vouchers. Instead of paying for a vacation out of pocket you simply buy a package deal by way of a travel voucher and award the winning employee with that. Sound simple? Too good to be true? Well it is simple, and it is true. Using an incentive company that deals in travel incentive packages, you can easily create a high quality [employee motivational program](#) and save a lot of money doing it.

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Once the guests are there, resorts and hotels know that guests will spend money in their restaurants, gift shops and casinos. Rather than sit on empty real estate losing money, they sell us their unused rooms or accommodations at a deep discount. We buy their empty rooms. We offer these as incentives to businesses. Businesses purchase these and use them as incentives for employees and customers. Businesses increase their sales, customers pay room tax and a small activation fee. Everyone wins.

On our main product line, we give customers their 1st visit for just a small registration fee and room taxes of less than \$12 per night at a major hotel casino or deluxe hotel in other cities. Then we offer these same customers specials throughout the year at the same hotels. We simply introduce people to deluxe hotels for just the cost of the room tax on their first visit. We offer them the opportunity to return as many times as they wish in the future at a discounted rate by booking through our company. Our hotels in Las Vegas are all major hotel casinos and in other cities we offer a class of hotel such as Doubletree, Hyatt, Marriott, etc.

For instance, In Las Vegas we are now offering 8 days and 7 nights, center strip for a total of \$140 to all our old customers. Every time we run a special, we get hundreds of re-bookings. This is where we earn our money. We book at hotels of very high quality in order to get our customers to re-book in the future as a paying customer.

## What Are The Perks of Employee Motivation and Retention

Rewarding employees for their good works is one of the most powerful ways to increase the productivity of the people. There is the matter that people who are motivated will produce much better than those that are given nothing more than the standard pay they are set to receive. Of course what can you do with this kind of knowledge? Well there are several things that one can do with this knowledge and they are all based around certain types of reward programs.



Reward programs that involve the employee directly are the most likely to succeed. People who know what they are getting for doing a certain thing will most likely achieve that goal without a lot of trouble and will continue to achieve that goal over a long period of time.

So with that in mind you should consider the fact that people often times need to be motivated to attain a certain standard of excellence in respect to employee performance over a given period of time. This is where the perks for the employer come into play as well. [Vacation incentive packages](#) are one of the best ways to make certain you are achieving your goals as an employer.

Think about it for a minute. Would you rather be given the chance to earn a twenty-five dollar check or a dream vacation for you and another person of your choosing? Well the answer is obvious. You would be an idiot to take the measly twenty-five dollar check because the vacation is so much more valuable. But in truth it does not even cost that much for an employer like you to create such a rewards program.

Vacation incentive packages are one of the most cost effective and income boosting methods to achieve goals that you set for the employees. You will find that employees are lining up to make sure they are meeting their goals so they can get their free vacation. In the end you will realize massive financial perks from this rewards program. Not only are the employees very happy but you are reaping the benefits from all of their hard work. The effects of offering such a program are proven. Research shows that employees who have specified rewards for their efforts within the company work harder and better for the company. People like to know that they are more than a number or a paycheck to the people that they work for.

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Managing such a program is simple. Set the line for the top performers. If anyone reaches that goal or exceeds it per chance, then reward them with a [vacation incentive package](#). The competition will be healthy and it will help you to increase profits from within without having to offer higher pay.

## How To Combine Incentives For Maximum Employee Performance and Retention.

Employee performance can be a sore spot for many employers in this country. Most often you will find that the time that you believe that everything is well in hand, bang, someone comes along and pulls the rug out. You have employees that are not performing like you want. They are doing only what they have to and nothing more. Morale in the workplace is low and the complaints are high. Now you could use this situation to do a lot of house cleaning. But that is not the issue that needs to be resolved.

The main focus of the issue is how to properly [motivate the employees](#) that you have. It will take a lot more time to fire the ones you have then train a bunch of new ones and this will cost you money. There is a reason that you hired these employees in the beginning so there is no reason why you should not take the time to make it all worth your while. It will simply take some doing.

Employees will respond well to incentives. That is just a simple fact of life. We are all very much human and we have our own little way of doing things. Didn't we all respond better to things through our parents when we were offered an allowance for doing so? That's right, there is nothing different with this kind of situation. The employee is like your child and you have to figure out how to properly motivate the employee to do what you want them to do.

Now you could simply offer more money to the employees that you wish to have performing better. This is not highly successful. If they are getting paid more for not performing up to par then why should they do anything else. This may seem strange but it is a simple fact of life. You will have a bunch of people not doing anything and getting paid more for it. So that is not the way to go.

It is better to offer some kind of reward or [incentive program](#). This can be two fold or more if you wish. So let's say that you want to reward the top salesperson in the company. Now you can implement a bonus program for a certain amount of sales, say \$100 for reaching a certain level. That is all and well but you need something more. So create another level where they not only get the \$100 but they can also earn a dream vacation.



Make sure that you have laid out the [incentive program](#) on paper and kept it simple enough for all to understand. The last thing that you need is too have a lot of confusion come time to pass out the free vacations.

This may sound like it is very expensive but that is just not the case. Our company has come up with solutions like this and we make it very easy for you to make it happen. We offer bulk pricing on vacation package deals that are so low in cost that you might want to use them for yourself as well.(In fact, for less than \$2 you can motivate your employees with a vacation incentive package. Add a gas rebate, restaurant savings certificate or grocery savings and your employees may never ever leave.

Not only are they cheap but they are the perfect incentive to get the employees on your staff motivated to make it all happen. You will have minimum out of pocket expense and see the amount of your sales grow. Nothing could be better for you and the employee.

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## Top Reasons to Offer an Incentive Package as Motivational Tool

I know I keep harping on travel incentive packages as a tactic for [employee motivation](#), but I am going to explain to you why I think this type of incentive is a productive means of achieving the success that you want to see your business accomplish. The following outlines some of the reasons that I believe this type of reward is effective:

- Everyone loves to go on a vacation – especially if it somewhere unique and away from home!
- Individuals who receive these types of travel incentives often feel as if they are highly valued in the company that they work for, as many are luxury vacations that include first class rooms and accommodations. By providing your employees with first class service all the way, you are also going to receive first class service from that employee over and over again.
- If you purchase travel incentives for your employees, you actually save a lot of money because of the fact that these purchased in bulk, cost very little on the dollar. While allowing your employees to travel all over the world, you are saving the company some major money!

[Employee motivation](#) and incentives are two topics that should be priority in each and every single business around the world. There are some instances in which incentives should not be issued, but in other cases, employees should receive these rewards. The basis for this would be if an employee proves to be exceptional and exceeds expectations as set forth by their job descriptions.

There are many different types of incentives that can be issued to employees. However, travel incentives seem to be the most popular types of rewards issued to employees. Not only do employees enjoy that they are appreciated in a first class way, these same employees will return the favor by performing at their best all the time!

## Determining The Effectiveness of Direct Sales Incentives

Direct sales incentives come in many forms, from cash bonuses for selling a given amount of a specific product, to selling to reach a specified sales quota. Some of these direct sales incentives do not always have an immediate cash value, but the idea of company wide recognition for that month, quarter or year, with perhaps an end of year bonus is the perfect direct sales incentive.

The major questions might well be: What is the best direct sales incentive? What direct sales incentive will help companies keep their best and most productive representatives? The answer to these questions is not universal, every company has to evaluate their staff and create a direct sales incentive that is geared to their needs and their triggers. A good direct sales incentive is not necessarily the one with the largest cash value, unless of course that is the driving force that gets your reps going.

There are companies that have survived on [direct sales incentives](#) that only provide certificates or letters of recognition and maybe also recognition at big company meetings or parties at the end of the year. This may not sound like much, but if recognition for a job well done is what your people need, then that will be the direct sales incentive that will work in your establishment. We often go into business and see plaques on the wall with employee of the week or month. These are the [direct sales incentives](#) that have no monetary value per say, but the employees are quite satisfied when they see customers looking at their plaques, they know that they are being acknowledged by the company and by customers.

In order to really create an effective [direct sales incentive](#) plan you really do have to know your staff. Some key questions to ask yourself before you implement a direct sales incentive program are

- How will I track the success of our incentive program?
- What are my goals and objectives of our incentive program?
- What will cause staff be motivated to improve performance?

- What will the direct sales incentive tools cost the organization?
- What is the value that these direct sales incentives bring to the performance-increase forecasted for the organization?
- What types of direct sales incentives will motivate individuals to meet the set performance goals?
- How will I implement a direct sales incentive program? Not to worry, we have you covered here.

The answers to these types of questions will help evaluate your sales teams and get you to develop a strategy that will be most beneficial to your company. It is also important to allow the employees an opportunity to contribute their ideas to what they value as a direct sales incentive. This will give them a greater sense of responsibility, and sense of value. There is such a variety of possibilities in reference to what you can offer as [direct sales incentive](#). You could offer a team a vacation incentive package to some far off exotic place, for the whole family if their team reaches a specific goal. The most important thing to remember is that the most valuable direct sales incentive is genuine recognition for a job well done.

## **Learn How to Implement Effective Sales Force Incentives to Dramatically Increase Sales**

Sales force incentives are a vital part of business and one of the best reasons is that they work. This is one of the few motivators that can rev up a sales force for pennies on the dollar. However it has to be well designed and executed to reap the full benefits and get the most out of your sales force.

The reasons sales force incentives are so effective, is that they appeal to the basic instinct of a true sales person. The need to compete, to be recognized for doing well and essentially having their ego stroked and last but not least the ability to acquire more stuff for doing what they love to do. A good [sales force incentive program](#) can almost always assure a business owner that they will get results, but there are several rules of engagement that they have to keep in mind.



The sales force incentive requires a concise goal. This may be as basic as increasing sales, but there are other objectives that can be added to a sales force incentive. These range from generating new accounts to launching new products or even expanding your sales territory. The sales force incentives goals will greatly depend on where that particular business sees they are lagging behind the competition, or that there is an untapped market they need to explore.

The next thing a sales force incentive needs to accomplish is a clearly defined list or statement of accomplishments. In other words your sales force needs to know precisely what the amount of increase in numbers that are expected. Is it X number of dollars, or X number of new accounts? The comparisons can be from previous years or from the competition, however the current business climate and the potential of your sales team need to be taken into account. The [sales force incentive](#) can be tricky in that, make it too unattainable and you end up demotivating the team, make it too easy and you will not make the returns needed to justify the money spent on sales force incentive.

The next important part of an effective sales force incentive is the budget. The budget should not exceed 10% of the projected sales increase, and should not be less than about 1.5-2%. This budget includes not just the sales force incentive but the promotion such as awards luncheon and also the administration of this program in the form of over time. Be prepared to be flexible in case it is very successful you might want to continue it or if it is not working, revamp it.

Picking the right sales force incentive is also crucial to its success. Cash usually works because most people like cash, and there is no cost to storing it. The down side is people tend to forget after it is used to pay a bill and it is always a clear show of how much the company spent on the sales force incentive.

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Take a team on a vacation and you can also gain the benefit of building the team spirit while rewarding them. The main idea is to keep the sales force incentive duration short. People are better motivated in the short term. Quicker rewards will help reinforce the behavior desired by the company initiating the sales force incentive.

There are so many different types of [sales incentive programs](#) being offered today. The major difference in the sales incentive programs being offered is the structure or how participants earn in the program. These different types, or structures, can be used for a variety of audiences including sales staff. One also needs to consider the fixed budget for the sales incentive program or if the amount will depend on performance.

With a fixed budget [sales incentive program](#), you have the advantage of being able to develop a budget for the program. There are a few ways you can structure this type of sales incentive program. You can structure your sales incentive program to the first 10 people to reach the given goal will get the award, or you can structure it so that there is a reward for the top 4 sales producers. In general sales incentive programs motivate sales people to sell more products or increase their volume by a predetermined percentage during a specific time period of time.

There are also [sales incentive programs](#) that offer travel incentive package as the grand prize. This can be for the sales team or for the top seller to go on vacation with their family. Sales incentive programs can also be used for dealers, distributors and resellers. The dealers and distributors can be motivated to buy more products either by discount for volume purchases or freebies for purchasing a certain amount of a specified product. This is a great way to boost sales volumes and profitability.

Variety is really the key to sales incentives programs. Say for example you only offer cash and not all your sales force is motivated by cash this could be setting yourself up for disaster. Flexible pay plans will help you avoid demotivating a certain percentage of your sales force, you need to be sure you have enough flexibility to motivate the majority of your sales force, with the [sales incentive program](#) you opt for. However keep in mind that you will not be able to please everyone, so the goal is to keep the majority happy with a flexible and varied sales incentive program.

With the abundance of talent within the workforce today, sales incentive programs are sometimes the difference between getting the most talented employees to apply at your company and retaining them. Consistency is also a vital part to the effectiveness of your sales incentives programs. Companies are constantly trying to tweak their plans to keep up with the economy, but too many changes are confusing. Keep [sales incentive programs](#) simple and consistent and if changes are required, take time to explain the need for changes and allow time for employees to adjust to the changes.

## **Important Key Benefits of Employee Incentive Programs**

Incentive programs are a great way for businesses to reach out to their employees in an appropriate and appreciate manner. Not only do they work to improve the livelihood of the individual worker, but they also help to improve the livelihood of the business as well. Everyone is able to take part in the success of the company and feel like they are an integral part of the company and the work which takes place inside the company.

Improving morale is hardly the only benefit of implementing successful incentive programs within the workplace. However, it is extremely important that the programs be successful and well planned in order for them to work. Implementing an unsuccessful program will likely do the opposite of improving morale and can potentially lead to resentment among the workers in the business. Because of this, it is very important to choose a program of incentives that will appeal to the average worker and make them feel important. The incentives need to be tailored to the particular needs and desires of the individual workplace. When the proper incentive program is put into place, the results will be noticed with ease and days will run much smoother.

For example, when employees are happy and content, they will have a better disposition. Obviously this is helpful for workers that are involved with customers since they will be more likely to have patience with the clients and to go the

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extra mile in order to ensure happiness on the part of the clients. Even better, the morale and disposition of the co-workers may actually enable them to work better as a team, together.

This means that when one person needs help, instead of ignoring that individual's problems and making sure that they look out for themselves, other co-workers may chip in and try to help that person, which would allow the company to work more as a team which is typically more successful than everyone being concerned on with their own well being. The [incentive programs](#) that are implemented may also enable a company to improve communication between the different co-workers and levels of management. This helps to ensure that when a problem comes up, the company as a whole is more inclined to address the issue. If workers are too concerned with what others will think of them or how others will react that they may try to fix the problem on their own and end up doing more harm than good.

Increased communication will be beneficial in many different areas of the workplace. In addition, co-workers may begin to feel more like friends as opposed to individuals that work together and have nothing in common. Many business owners will even find that it feels good to [reward their employees](#) and that it is important not to take workers for granted in any market or in any capacity. Employee incentive programs will help with all of these issues.

## Top Incentive Packages For Employee Retention

There are certain things that an employer can do to ensure that the employees they have are performing to the best of their ability. One of those things is to offer the [employees incentives](#) for reaching a certain level of productivity and usefulness. This is something that will not cost the employer a lot of money and can actually be the first stepping stone to reaching certain financial goals.

Vacation incentive packages are one of the most powerful of all incentive programs that is currently known. Do not let anyone tell you that you can motivate your employees more with a monetary based program. Money may be nice to the people but they will work harder and much better if they know they can earn some time away from the workplace and not have to pay for it.

Let's take a look at the top destinations for these [employee incentive programs](#) and see where you might like to send your top employees when they come through for you.

- Dancing the night away to the music of steel drums at **Puerto Vallarta, MX (or Mazatlan MX)** They'll throw out a line for some of the most stupendous fishing of their lives. And they'll silently bless you for this once in a lifetime experience...
- "Cowboy-ed up" in **Nashville, Tennessee**, tappin' their toes at the Grand Ole Opry, taking in the Country Music Hall of Fame, shrieking through one of the largest roller coasters in Tennessee, enjoying an afternoon of golf and thrilling the kids at Tennessee's largest waterslide. All because of you.
- Sipping hot chocolate after an afternoon of cross-country skiing and snowball fights in the snowy **Wisconsin Dells** for winter fun with their family and you made this dream vacation a reality.
- Hawaii is one of the best choices for the employees in your employ. Not only is this area one of the most beautiful in the world, but it is also one of the most stress free locations. Those who vacation here are found to be far more rested when they return, taking the best of the world with them to the sandy beaches and tropical climate.



- Florida is also highly popular with people on vacation. This is popular with the business type as there are thousands of wonderful golf courses, beaches and world class entertainment. The climate is great for a vacation during the winter months and can provide some much needed relief from the hustle of everyday work schedules.
- If you are looking for the location where one can enjoy the nice climate and the chance to meet the rich and famous then look no further than California. This state features the largest concentration of stars that the world has ever seen and has that wonderful weather to go along with it.
- Lastly one could set a course for Las Vegas for some desert living. Take along a few bucks and try your hand in one of the many casinos or perhaps just take in some of the wonderful shows. What could be better than the entertainment and excitement that Las Vegas brings to the table?

Now you may be saying that you could never afford to send your employees to any of these destinations but that is just not true. Thanks to the innovation of vacation vouchers there is nothing that is impossible when it comes to travel. Companies have made it possible for companies to send their employees on vacation and not have to spend a fortune doing it.

You may be asking yourself, how can this be possible?

All businesses need to generate traffic, boost sales, get more appointments and increase referral business. To do this, business owners must offer valuable incentives to their prospective customer to take a particular action. Travel is the #1 incentive that moves people into ACTION! With low cost and high value, you are guaranteed to increase sales and leads with happy customers.

Incentive programs are a great way for businesses to reach out to their employees in an appropriate and appreciate manner. Not only do they work to improve the livelihood of the individual worker, but they also help to improve the livelihood of the business as well. Everyone is able to take part in the success of the company and feel like they are an integral part of the company and the work which takes place inside the company.

Our [incentive packages](#) are used to increase web site traffic, increase sales, get more appointments and open more doors for your salesmen. Our travel premium is used by thousands of sales companies and will get you more appointments than any other premium or incentive offer on the market.

## **Learn How to Use an Incentive Package as Your New Secret Marketing Hook**

Here's what I mean...

- **Car dealerships** throw them in on every transaction to help close the sale... cars roll out of the lot in record numbers.
- Insurance companies offer travel incentives to get potential clients to sign on the dotted line. Talk about making easy sales.
- **Real Estate Agents** advertise them to nab the listings before their competition snags it. If you had to choose between two real estate agents... one offering a free three day getaway, the other offering zero, zip, zilch... which would *you* choose?
- **Retail Stores** proudly display vacation information right in their front windows to draw customers like a magnet. Buy a couch. Get a vacation.
- **Telemarketers** love them to keep potential clients on the phone. "Stay on the line and you'll receive a free three-day vacation to any one of over 20 cities..." Works like a charm.
- Manufacturers champion them to instantly ignite sales. "Order 5 units and we'll send you a full-fledged, first-class vacation. Order 10 units and we'll send you two! Order 15..." It's *all* money in the bank.

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You can use these [employee retention programs](#) for *anything* and *everything* to attract clients to your business! Here's a sampling of how our employee and customer retention programs are making money hand over fist for smart business owners just like you.

- Doctors attract new patients to their clinics, or sell their patients on elective procedures such as cosmetic surgery or dentistry.
- For the launch of new computer software products.
- As loyalty program rewards.
- To up sell extended warranties for a multitude of products.
- To rapidly increase memberships
- To attract new clients to hair salons.
- For new cable, telephone or internet subscribers

**Vacation Incentive Packages can be used in a multitude of ways including:**

- Sales Incentives for Marketing
- Employee Recognition Programs
- Lead Generation
- Fund Raising Events
- Upgrade Sales of Large Purchases
- Appointment Setting
- Thank you for purchasing goods
- Motivate sales staff
- Customer Acquisition Incentives
- Product Enhancement Incentives
- Activation Incentives
- Appointment and Referral Incentives
- Retention and Renewal Incentives
- 1st Day Incentives

**Common Uses:**

- Car dealerships for new car purchase.
- Insurance companies for a new policy written and to generate insurance leads.
- Real Estate Agents for buying or selling a house.
- Gift with purchase and award programs: Motivate customers to purchase products or services from you rather than your competitors or simply award them to your customers as a way of saying "thanks for your business". Furniture Stores for buying a new product.
- Multi-level Marketing for becoming involved.
- Telemarketers for most calls made.
- Not-For-Profit organizations for donations.
- Credit card companies for applying for new credit card.
- Local Schools as a fund raising event.
- Construction Companies as incentive to complete project on time.
- Sweepstakes, contest and continuing programs-As awards for these types of programs, vacation certificates can't be beat.
- Employee reward program: Large corporations and small companies alike are using promotional vacation certificates to increase the productivity of their employees. Use them as a "job well done" award or for perfect attendance.
- Financial Institutions
- Sales and Marketing
- Manufacturers
- Service Providers

- Distributors
- Retailers

### How does this work and what is the catch?

It's simple. One of the dirty little secrets of the hospitality industry is this...hotels, resorts, condos and cruise line are rarely booked to capacity. The prices of cruises, vacation getaways, vacation condo rentals and resort stays change daily based on market demand, projected capacities and vacancies. Resorts, hotels and cruise lines rarely obtain 100% capacity and actually lose money on vacancies. Vacancies results in no income.

Resort owners realize vacancies costs money and when faced with this fact, resort owners would rather occupy vacancies at a lower price than have completely vacant resorts, hotels, condos and cruises. Some money is better than no money. Therefore resorts and hotels are more willing to sell their unused rooms or accommodations at reduced room rates or create special [vacation package](#) pricing to attract guests.



Thru contract negotiations with resorts owners, hotel chains and condo resorts we have locked in the price of condo rentals, vacation packages and cruises and are able to offer you, the best value for vacations, condo rentals and cruise packages. Rather than leave all these rooms empty and not make any money, they sell off their unused inventory.

We are vacation brokers. We prepay for unused rooms and accommodations. Hotels, resorts, condos and cruise lines sell us their unused accommodations. We negotiate directly with the condo resort owners and cruise lines to provide you with excellent savings and the best deals. We pass these savings directly on to you.

Once the guests are there, resorts and hotels know that guests will spend money in their restaurants, gift shops and casinos. Rather than sit on empty real estate losing money, they sell us their unused rooms or accommodations at a deep discount. We buy their empty rooms. We offer these as incentives to businesses. Businesses purchase these and use them as incentives for employees and customers. Businesses increase their sales, customers pay room tax and a small activation fee. Everyone wins.

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