



MARKETING SOLUTIONS FOR MOTIVATIONAL SALES INCREASES

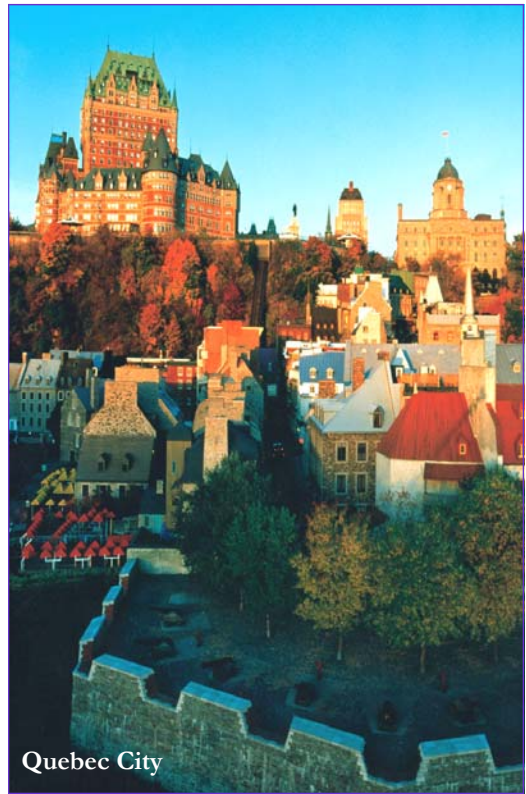
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Who needs incentives? Anybody for whom there is still potential growth ...

Incentive programs are essentially recession-proof. This explains why savvy companies turn to incentive programs to drive business growth, even while cutting budgets for other business development functions.

Take a look at five fundamental reasons why incentive programs withstand economic downturns:

1. **COSTS:** Low fixed costs with high potential return is probably the No. 1 reason for increased incentive usage during tough times. Compared with advertising, direct marketing and event marketing, well-designed incentive programs have by far the highest level of cost accountability related to results.
2. **TARGETING:** Organizations can deploy highly targeted, personalized and measurable ways to communicate on a one-to-one basis with their targeted audience and with the people who can drive business results, no matter what the audience or business goal.
3. **MEASUREMENT:** Incentive programs offer a relative ease of measurement. Effectively structured incentive programs make it possible to screen out the noise of external factors such as competition, the economy and other issues to find at least some cause and effect.
4. **FLEXIBILITY:** Things change. It's much easier to address change when the audience is highly defined and the communication program is in place. You might want to offer bonus points to promote a new feature - it's fairly easy to adjust an incentive program in a timely manner.
5. **POTENTIAL:** Although companies often turn to incentive programs to achieve short-term results research identifies the additional upside of producing residual value. That's because the behaviors promoted during an incentive program have long-standing value to organizations. This "overhang effect" helps explain why so many organizations whose cultures are based on promoting positive behaviors outperform their competitors in terms of share price performance or financial results.



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