



## **Beating Recession & Competition: Online Employee Incentive Awards**

**Enhancing Sales, Performance, Behavior, Advantage**

A White Paper

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## Subject

Payback Incentives: Driving Business Change is Up to You

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### **Introduction:**

When you want to get somewhere, you must create a picture of that place in your mind. Where do you want to go with your business?

Can you visualize it? When it's tangible, it's not just possible, it's inevitable.

Employees are the same way: better product and service sales numbers, improved health, a safer workplace, a cruise or trip to a beachside resort, a shopping spree ... anything can be achieved – and rewarded – with an incentive program that gives employees real goals.

According to the *Harvard Business Review*, you can influence almost any workplace behavior with motivation: “In fact, our research shows that individual managers influence overall motivation as much as any organizational policy does.”\*

That's power; a ball that is officially in your court. And when it comes to influencing employees, you can call motivational incentives an investment – with measurable ROI – in performance.

Recovering, faster, from the sluggish economy has been a significant challenge faced by many industries:

- Automotive
- Banking and finance
- Call centers
- Construction and equipment dealers
- Dealer sales
- Distribution
- Gaming and entertainment
- Healthcare
- Hotels
- Manufacturing
- Parts & service
- Telecommunications



That's naming only a few. Your company is in the picture too. In fact, what industry has not been deeply affected by the recession? Yet each is finding that recovery is in their own hands – by empowering and inspiring employees with awards incentives, yielding better results, faster.

Thinking of and picturing the rewards during or at the end of the achievement process or business cycle, employees are more highly focused on business goals. Why? Because they can actually see the results, beyond a paycheck.

What have these businesses faced in the past few years? Significant challenges to:

- Productivity and sales
- Goal achievement
- New business development
- Employee morale & job satisfaction
- Employee recognition – awarding stars & motivating all others
- Customer service & care
- Competitive advantage

The challenges can be overcome, now. Awards incentives programs turn each of these critical areas into significant assets by refocusing employees on milestones associated with each.

Created by [J. Fitzgerald Group](#) in 2006 for [Volvo Construction Equipment](#) to enhance dealer sales and service, [Payback Incentives](#) has been updated and re-launched for companies of all sizes, in virtually any field or marketplace, to help companies in each of these areas.

The creators of Payback Incentives are Jack Martin and Carmel Cerullo-Beiter, Partners of J. Fitzgerald Group. They have nearly a decade of experience in the creation, launch and evolution of motivational employee awards incentive programs.

Martin explained, “Payback Incentives is different and more effective than other employee awards incentives simply because it’s flexible, transparent in reporting not limited to any specific award or certain provider.”



“The field is open to the desires of your business and employees,” said Cerullo-Beiter. “We can make suggestions, of course, but you know what really motivates your people. You set the parameters, goals and awards and Payback Incentives does the rest.”

As proven by [Volvo and the newest Payback Incentives customer, Columbus McKinnon Corporation](#), Payback Incentives gets employees involved, motivated, and changes the future for the better.

In the program, employees and managers log performance metrics and numbers online onto your branded Payback Incentives system and monitor their progress toward the awards and goals. Within just days of the program launch, staff performance and customer care can be greatly enhanced, with measurable results.

The awards can be anything. Your program can be tied in with reloadable, “spend anywhere” American Express or Visa debit award cards. Also, you can easily manage customer leads with Payback Incentives through the popular [Salesforce.com](#) module.

[The proof is in the case study.](#)

Take a [demo](#) today, learn more at 716-433-7688, or, speak directly with our customers who have used Payback Incentives: Volvo Construction Equipment and Columbus McKinnon Corporation. Arrangements for customer contact can be made at 716-433-7688.

\*July/August 2008 – Employee Motivation: A Powerful New Model, *Harvard Business Review*

