



## Get What You Really Want from Your Employees

Online Award Incentives Motivate, Energize, Empower

A White Paper

July 9, 2010

**Author:**  
J. Fitzgerald Group

**Partners:**  
Volvo Construction Equipment North America  
Columbus McKinnon Corporation  
Visa  
American Express  
InteliSpend Prepaid Solutions  
Salesforce.com  
Cardvark

12 west main street  
lockport, new york 14094 usa  
p 716.433.7688 • f 716.433.6772  
[www.jfitzgeraldgroup.com](http://www.jfitzgeraldgroup.com)

## Subject

Payback Incentives: Motivated Employees Make More Money

-----

### **Introduction:**

**Recognition for a job well done. It is not simply a paycheck. Or commission.**

In good times, in bad times, study after study (and company after company) has proven that tangible, positive recognition or compensation in the form of awards, rewards, incentives – whatever you call them – drastically improves:

- Employee performance and loyalty
- Behavior and workplace culture
- Customer care and service
- Sales and profits

In difficult times, a meaningful incentive awards program can change an entire organization, not to mention enhancing its competitive advantages. The *Harvard Business Review* reported: “Managers attempting to boost motivation should take note. ...a motivated workforce means better corporate performance.”\*

Proof is not hard to find, of course. The Great Place to Work® Institute illustrates annually that *Fortune*'s “100 Best Companies” – all of which have elaborate awards incentive programs – outperform the major stock market indices themselves\*\*, in addition to competitors.

Those are tangible financial results of corporate-endorsed employee motivation.

Your company is no different.

A recent report from the Associated Press noted that “one third of U.S. companies are offering financial incentives, or planning to introduce them” to inspire and retain interest in wellness programs, including weight loss.\*\*\*

In addition to employee wellness, awards incentives can be offered for everything that you want, and need, to get out of your employees: training programs, attendance, sales goals, company targets, new business leads, etc.



While growing in popularity, incentive programs need to be employee-friendly, well communicated for buy-in, compelling, easily implemented, managed with minimal time investment, and provide measurable ROI. Awards incentives also help you get what you need from your customers and potentials, and can strategically determine where you need your company to go:

### **Enhancing & driving sales**

- To gain market share
- Better brand penetration & recognition
- Obtain new customers & inspire loyalty
- Ensure more successful product launches
- Build existing & new profit margins
- Inspire cross selling, up selling & activity with underperforming products
- Log, mine & improve customer and prospect data, lists
- Nurture relationships with partners, dealers, distributors, vendors, everyone

### **Enhancing safety & hazard reporting**

- A more aware, precise and safe workforce
- Enhanced, engaged, productive safety training
- Safer equipment use, plant & warehouse operations
- Lower liability & medical insurance
- Enhanced employee & company trust
- Recognized individual and team safety milestones

### **Employee performance results**

- Measurable increased productivity
- Increased idea generation, participation, input
- Enhanced energy levels & overall morale
- Improved customer service, care, loyalty
- Strengthened relationships, integration, teamwork
- Improved interaction, from management to the front line
- Decreased turnover, absenteeism

Created 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 accomplish just about any list of outcomes and goals.



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

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 you have set. Within days of the program launch, staff performance and customer care can be greatly enhanced, with measurable results.

Getting more sales. Losing weight. Creating a safer, much more productive company. Why do it? Awards programs like Payback Incentives transform companies internally. But what about externally?

Externally, the awards incentive program also builds customer and partner loyalty, by:

- Encouraging new brand & product trials
- Acquiring new customers, markets & opportunities
- Reducing brand defection & creating repeat business
- Gathering demographic information & customer insight
- Creating an ideal customer care environment

Most importantly, Payback Incentives creates Brand Ambassadors who are enthusiastic about making strong, results-driven referrals. In our case, Volvo encouraged Columbus McKinnon to utilize Payback Incentives to enhance sales. Volvo became a Brand Ambassador for Payback Incentives as well as the company that created the sales solution, [J. Fitzgerald Group](#).



With Payback Incentives, 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](http://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*

\*\*6/15/10 – The Great Place to Work® Institute

\*\*\*6/3/10 – “Many U.S. Companies Offer Workers Financial Incentives...”, Associated Press

