

CASE STUDY: Hunter Douglas

CHALLENGE

Hunter Douglas challenged us to develop an incentive program to encourage its sales force to increase its productivity over the previous year's performance.

SOLUTION

We designed, developed, produced and sourced **Quest for the Best** which established a point system for various categories of product sales to reward outstanding performance. Special awards and privileges were offered to the top performers and the yearlong program culminated with the best performer receiving the keys to a brand new Hummer at an awards celebration event. Sales rep performance was tracked quarterly. To spur them on, the reps were sent quarterly premiums such as a die-cast Hummer model, a compass key chain, and a portfolio with a custom **Quest for the Best** pen and pad. All incentive items were sourced by our own premiums and incentives division to save Hunter Douglas money. Other elements included a PowerPoint presentation and a colorful brochure that detailed how the program worked.

RESULTS

The **Quest for the Best** sales incentive program was an extraordinary success. We refresh its design and point structure each year along with selecting a new grand prize: Hummer, Jaguar and this year a Cadillac.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



HunterDouglas



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