

Sales Incentive

When Acco asked us to propose an incentive to boost sales we devised an easy to follow league table programme, based on percentage sales above target, but with an active reward that was really worth putting in the extra effort for.

The top performers would spend a day at Castle Combe race circuit being taught race driving techniques by skilled instructors in a variety of machinery, with the final element being a single seater experience. Cups were awarded for the most polished drivers and both breakfast and lunch were included in the day's fun.

Programme communication over the period of the incentive ensured continued participation

