

Key Account Sales Incentive

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

The top performers and their partners would fly to South Africa for a five night stay at the impressive Cascades Hotel at Sun City, with watersports, a dine around, hot air balloon trips over the Pilansberg National Park and a fabulous gala night all included.

Programme communication over the period of the incentive ensured continued participation

