

MOTIVATIONAL INCENTIVES

Russell Associates is a full-service custom training and motivational incentives company dedicated to creating a positive difference within your organization through products and performance improvement programs that effectively train and motivate employees.

RECOGNITION & REWARDS

Recognition and Reward Programs motivate employees to work at a higher level of productivity. Recognizing efforts and rewarding employee accomplishments can:

- Increase overall employee morale
- Maximize performance levels and productivity
- Increase employee loyalty
- Create stronger work ethics
- Reduce hiring and training costs through employee loyalty and appreciation
- Encourage stronger safety standards

SALES/DEALER INCENTIVES

Increasing sales is on every company's priority list. Regardless of the distribution channel, the following initiatives will drive results. Consider your sales/dealer incentive strategy to accomplish one or more of the following.

- Increase sales of all or specific products
- Gain market share
- Generate new accounts and grow existing accounts
- Increase customer retention and satisfaction

Russell Associates will work with you to identify and provide incentives that will help accelerate your sales initiatives.

GROUP EVENT MANAGEMENT

One of life's most exciting and rewarding experiences is to celebrate your success with those who have helped make it happen. If your company's solution includes a group travel event, you have found a valuable resource with Russell Associates and our business partners. At Russell Associates, we will research, plan, and implement every aspect of your trip, including:

- Research and sight selection
- Air and land negotiations
- Program operation
- On-site management
- Program audit