

# Connecting Dreams

A Group Travel Program Generates Stronger Sales from an Existing Customer Base

## KEY PROGRAM RESULTS

The program was very successful, providing a positive return on investment for the client, happy dealer reps, and lots of detailed testimonials. The program hit every objective beyond expectation.

Trip earners achieved

**\$7.5 million**

in incremental sales growth



**31.6%**

of ENROLLEES  
met their initial sales goal

Achieved  
**\$2.6 million**  
INCREASE  
in **overall sales**  
from participants  
from the previous year



**100 trips**  
were **EARNED** –

**50% engagement**

Cost of the trip was

**less than 15%** of the  
**projected incremental profit**

As affirmation of program success, the client has continued working with HMI to engage and motivate broader audiences to become loyal customers.



## CLIENT

A leading distributor of commercial and residential plumbing, waterworks, and HVAC supplies

## OBJECTIVE

To generate stronger sales and capture more discretionary business from an existing customer base while reducing sensitivity to price.

## CHALLENGE

New to the incentive industry, the client struggled with defining program expectations and setting realistic goals for program participants.

## SOLUTION

HMI created a performance-based group incentive travel program that targeted top customers and provided “stretch” goals based on the previous year’s purchasing results. Utilizing extensive industry expertise, HMI helped the client identify attainable goals for over 200 of their most important customers. The program included:

- An offer for achieving the assigned goal: an all-inclusive group trip to the Hard Rock Hotel in Riviera Maya, Mexico
- Branded premium item mailings, designed

and sent to attract the attention of customers and their spouses

- Monthly e-statements to keep customers updated on their progress towards their individual goals

Goals assigned based on individual purchase results from the previous year allowed the client to easily determine program success based on incremental profit. Based on customer demographics, it was decided that a group travel solution would maximize customer motivation for the program.

## STRATEGY & IMPLEMENTATION

### Marketing & Technology

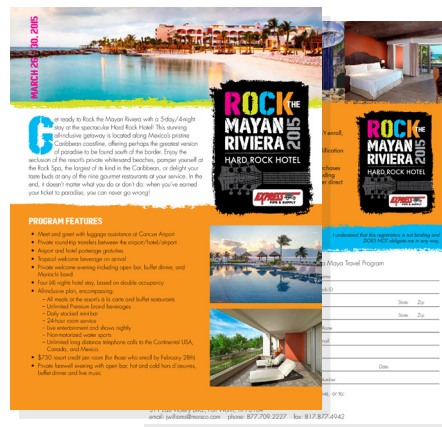
- Monthly eStatements with progress to goal information
- Quarterly promotional item mailers with post card communications and premium items included

### Program Design

- In-depth sales tracking to assist with ongoing program reporting and analysis
- Monthly “check-up” – recommendations for the client to improve any areas of engagement that were lagging behind expectations

### Funding

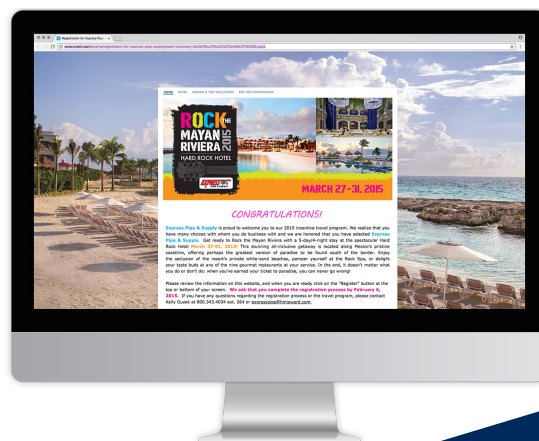
- Maximized returns — a significant portion of the client’s investment was sponsored by vendors through Market Development Funds (MDF)



Rock The Mayan Riviera - Flyer



Rock The Mayan Riviera - Post Card



Rock The Mayan Riviera - Trip Website



Rock The Mayan Riviera - Logo



The promotion created a great deal of excitement with our customers and the ROI results truly made it a win-win for all parties. HMI worked closely with us to design the program structure and then executed the communications campaign for us throughout the year. I was very impressed with HMI’s expertise, responsiveness and professionalism. I heard nothing but glowing reviews from my internal team as well as from our customers about HMI’s dedicated and highly experienced travel staff.

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