

STRATOS CORPORATE PROGRAM

Incentives for Employees

Recruit, enthuse, and ultimately retain valuable staff members in a competitive market. Reward a team effort, or offer a deserving individual a slice of the luxury lifestyle.

Use Stratos Corporate to provide:

- A buzz of excitement around the office, giving maximum awareness of the promotion throughout the company
- Inspirational rewards that employees have not experienced before, and will not be able to keep quiet about once they experience.
- A high profile reward that is visible to the entire office not just the recipient.
- An exciting external perception when recruiting new employees.

Case Study

XYZ Inc, a large nationwide company sells their products to consumers through 50 stores, 500 sales staff, split equally 10 in each store.

XYZ were looking to reward their sales staff, specifically:

- Top performer in each store: budget \$1500
- Top performer in each region: budget \$4000
- Top performer of the year: budget \$10,000

To get the maximum value from the incentives, XYZ needed a means to communicate the rewards program to its staff, get them excited and thus motivated to achieve maximum sales.

Total budget: \$110,000

The reward

- Top performer in each store was awarded a day in a Lamborghini Gallardo Spyder.
- Top performer in each store was awarded a three day weekend with a Lamborghini Gallardo Spyder.
- The top performer for the year was awarded a 400 point Stratos motor club membership.
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Reward promotion

Stratos brochures were provided for the staff room in each store. Each member of staff received a customized and branded email explaining the details of the promotion at the initial launch. This was followed up with monthly email reminding employees about what they needed to qualify, and outlying who had won the previous month.

Example price breakdown

Incentives

50 x Day in Lamborghini Gallardo Spyder	\$75,000
5 x Weekend in Lamborghini Gallardo Spyder	\$20,000
400 point Stratos motor club membership	\$10,000

Marketing

Email campaign set up	\$1000
25,000 x Email	\$1500
12 x Email update	\$2500
250 x Stratos brochure	\$500
Total	\$110,500