

## Sales Incentive Programs:

- Reloadable Debit Cards
- Spin-to-Win

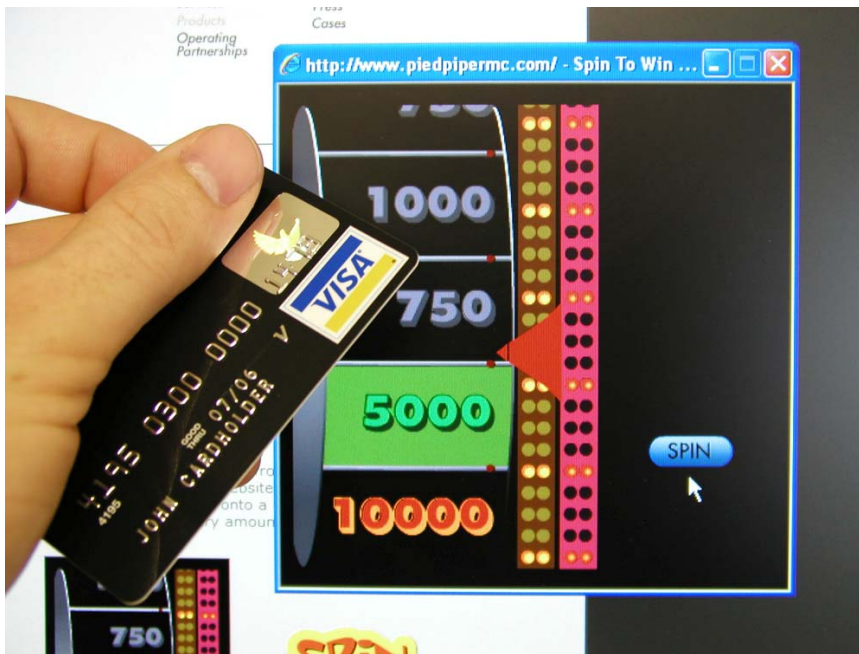
## Design & Management

Need to inject some excitement into your sales incentive programs? Need to differentiate your company from your competition? Need to maximize salesperson attention with minimal cost? PPMC can create and run a sales incentive program for your company which will accomplish all of these goals.

### How does a PPMC sales incentive program work?

Every client has different needs, but frequently PPMC solutions involve providing a reloadable debit card to each retail salesperson. These cards feature client branding and are in the salesperson's name, which provides a mechanism for clients to be able to post immediate incentive payments on an ongoing basis. Other clients opt for one-time stored-value cards, also with client branding.

Programs may offer either fixed incentive amounts or a spin-to-win component. The advantage of spin-to-win is its ability to generate \$1,000 of "excitement" for \$500, \$200 or less. PPMC will work with you to develop an ideal solution which will benefit from PPMC's proprietary psychological matrix profiling. What's the advantage? Your program will drive the desired behavior at a cost substantially lower than a typical incentive program.



### Program Examples

- Encourage quick retail sales reporting
- Drive retail sales
- Reduce over-age inventory
- Focus attention on specific model
- Focus attention on used vehicle sales
- Reduce attention devoted to competitor's products
- Focus attention on prescribed sales process
- Encourage test drives
- Maximize customer follow-up

### Design

PPMC can provide quick, off-the-shelf solutions, or can develop custom solutions which will fit into existing sales programs or corporate identity designs.

### Implementation

PPMC can manage the roll-out and implementation of your program, or can work behind the scenes to assist your sales department in roll-out and implementation. PPMC can provide live answers to participant questions via unique telephone number and email address.

### Partnership with client accounting and I.T.

PPMC will partner seamlessly with your internal accounting and I.T. departments, to make sure that financial reporting, program funding and I.T. compatibility are maintained to your company's standards.