MOTIVATION AND PRODUCTIVITY IMPROVEMENT PROGRAM
This proven program was designed to increase motivation, productivity and engagement of field sales and service professionals. Research shows that focusing on these three areas is critical to reaching field productivity goals. The promotional products chosen for this program were selected to motivate and enable employees to be more efficient throughout the work day.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:
- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more

Promotional products can play a key part in your comprehensive employee productivity program with a core focus on the following:
- Improving motivation and productivity through engagement
- Increasing sales revenue

*Stats provided by Promotional Products Association International*
It is challenging to keep outside sales and service employees motivated and engaged. Studies show that employee engagement scores are often lowest among field sales and service employees, which leads to high turnover in roles where turnover is most expensive and directly impacts the customer experience.

Company culture and field sales culture rarely align. Many of the initiatives designed to bolster company culture and employee engagement simply don't apply to field sales employees.
Research shows that engaged employees are more productive, resulting in a more profitable organization and improved customer experience. We have identified ways to increase field sales and service employees productivity through the use of promotional products that engage and motivate.

We looked at the daily activity of field staff to identify ways to ease stress, improve efficiencies and keep them motivated throughout the day with the use of promotional products. As they navigate their day, field sales and service workers need to stay organized, energized and nourished as they are often running from one customer visit to the next.

In addition, we’ve found that the way the field staff conducts their daily business relies heavily on the use of technology. Therefore, the use of tablets and smartphones has become critical for managing schedules, customer presentations and maintaining accurate documentation.

For these reasons, we recommended an assortment of travel organizers, business bags, drinkware and coolers to help manage an often busy and stressful day in the field.

Another way to motivate field staff is through engaging them in friendly competition. A structured competition has been proven to increase performance numbers and morale for everyone in the field. It also lets the external employees feel more connected to the organization. As a motivational tool we created a sales incentive program with a tiered product reward offering that included the following products: high-end electronics, travel, health and wellness and business bags.

The comprehensive program was executed over a one-year period to keep employees happy, engaged and focused on meeting their performance goals. The program was a great success as 63% of sales and service employees exceeded their performance goals. In addition, the company’s annual employee engagement survey showed significant improvement from the prior year.
FIELD SALES AND SERVICE PROFESSIONALS: MOTIVATION AND PRODUCTIVITY IMPROVEMENT PROGRAM

EFFICIENCY KIT

Stay Organized

Stay Hydrated

Stay Nourished

ENGAGEMENT KIT:

Stay Healthy

Stay Focused

Stay Connected

#6418

#80015

#9048

#70370

#3976

#70239
STAY ORGANIZED

New Life In Motion™ Compact Cargo Box

- 8681 Royal Blue
- 8682 Red
- 8683 Apple Green

New Color Added Everyday Carry Caddy

- 3905 Black
- 3906 Royal Blue & Black

New Deluxe Carry Caddy

- 3798 Black
- 3799 Royal Blue & Black

Life In Motion™ Primary Cargo Box

- 8639 Santa Fe Red
- 8641 Black
- 8643 Royal Blue

Prime Utility Tote

- 1590 Black

New Color Added

Eight new color options added to our popular carry caddies and cargo boxes, in addition to our Deluxe Carry Caddy. Choose from Black, Royal Blue, Red, and Apple Green.
New
Athena Travel Tumbler - 16 oz.

Every color tells a story.

New
Aviana Luna Double Wall Stainless Bottle - 20 oz.

New Color Added
Thermos® Stainless King™ Travel Tumbler - 16 oz.

Bobble Insulate - 15 oz.

Thermos® Sipp™ Travel Tumbler - 16 oz.

Pricing is in USD and is subject to change.
STAY HYDRATED

Thirst Flip-Top Tritan Water Bottle - 20 oz.
- Available in:
  - 60800 Royal Blue
  - 60801 Seattle Gray
  - 60802 Apple Green
  - 60803 Red

Refresh Tritan Sport Bottle - 22 oz.
- 60060 Black

Thermos® Hydration Bottle - 24 oz.
- New
- Available in:
  - 80220 Smoke
  - 80221 Blue

Aviana Midas Double Wall Stainless Tumbler - 24 oz.
- New
- Available in:
  - 15000 Stainless Steel

Thermos® Stainless Steel Sport Bottle with Covered Straw - 18 oz.
- New
- Available in:
  - 80250 Smoke
  - 80251 Turquoise
New
Vector Messenger Bag

Ryder Computer Backpack

Rangeley Deluxe Computer Backpack

New
Moleskine Evernote Notebook
STAY ORGANIZED AND CONNECTED

Brookstone® Surge Power Bank - 2200 mAh

Brookstone® Boost Power Bank 4000 mAh

New Speck® iPhone 7/6/6S CandyShell Case

New Travis & Wells Transit Computer Portfolio

New Samsonite Road Warrior Computer Backpack

Add inspirational messaging!
EMPLOYEE INCENTIVES

New
Charlie Cotton Tote

1576 Black
1577 Dune

Presse by bobble®

50110 Stainless Steel
50111 White

Igloo® Diesel Deluxe Cooler

9048 Gunmetal

New
Electra Bluetooth® Headphones

3976 Black & Brushed Silver

New
Brookstone® Etch Bluetooth® Speaker

70266 Black
70267 White
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