

## SUCCESS STORY

# Treasures of Tuscany

14%

Next Level incentive program delivered a 14% increase in sales

### The Story

An Insurance company partnered with Next Level to deliver a best-in-class incentive travel program as a reward for channel partners who hit the year's challenging goals. The sales incentive needed to generate sales growth for independent agency distribution channel, and to drive incremental results for internal staff.

### The Challenge

The program had to reflect the organization's values, deepen relationships with channel partners, and drive sales throughout the year. Setting focused and attainable program goals to ensure adoption and engagement was a key component. Choice in awards was another significant factor in this program's success.



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## The Solution

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Create a robust, year-long communication plan to drive interest in the program, and to capture the unique experiences that awaited. Branding every component for the client, the marketing and communications team set out to motivate eligible channel partners with images and information that would allow them to envision themselves in Tuscany. With a series of visually exciting ePostcards, Next Level kept the program front of mind. In addition, visually stunning calendars were delivered, so that the images of Tuscany could inspire throughout the year.

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## The Success

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The target was 8% annual growth for the winners of the trip. With the success of the program, the client saw a **14% overall increase in sales**. The client was honored to receive two notable incentive industry accolades for Treasures of Tuscany.



**SITE Crystal Award for Most Effective  
Incentive Marketing Campaign**



**Incentive's Motivation Masters  
Sales Incentive Finalist**

## Company Overview

For more than 40 years, as part of the Dittman Group of Companies, Next Level Performance has been a trusted partner to organizations in a wide range of industries, helping them to tap into the vast potential of their teams, partners, and customers. We are committed to furthering best practices in our industry, investing not only in technological solutions, but also in the research and insights that inform your program.