



Big Splurge Awards Deliver Superior Results

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MILFORD, Mass., June 10 /PRNewswire/ -- For a sales incentive program to be effective, nothing is more important than using highly desirable rewards. The equation is simple: when it comes to motivation, the more desirable the reward, the more dramatic the results. When an incentive program fizzles, poor reward selection is often the culprit.

Atlas Meetings + Motivation helps companies achieve business goals through the use of sales contests, incentive programs and other motivational initiatives. Their innovative Big Splurge Awards are extremely desirable and highly effective for a number of different reasons:

- Big Splurge Awards provide recipient with the opportunity to enjoy a custom-tailored travel experience that perfectly suits their interests and style of travel.
- Big Splurge Awards also provide recipients with the option of redeeming their awards for gift cards from any retailer or e-tailer in the country with no restrictions whatsoever.
- Big Splurge Awards can be issued in any denomination. There are no contracts to sign and no minimum purchase requirements.
- Unlike cash awards, which are essentially viewed as "compensation," Big Splurge Awards are highly visible symbols of success, status and achievement that afford the recipient considerable "bragging" rights.
- Big Splurge Awards are extremely cost effective. Because they are not subject to payroll taxes, they are usually less expensive than cash awards.

"The fact that it is so customizable and that their customer service is so helpful is what makes it popular among the independent agents who sell our products," said Al Sarnessian, senior manager of corporate marketing at Arbella Insurance Group. "The agents who qualify for one of these packages are extremely positive about it because they know it comes with big rewards and benefits that make it worth pursuing. There does seem to be an increased enthusiasm and increased sales when one of these awards is involved."

"When recipients call us to redeem their Big Splurge Awards, it is not uncommon for us to hear the comment, 'this is too good to be true,'" says Roy Podell, president & creative director of Atlas Meetings + Motivation. "Big Splurge Awards provide a level of choice, flexibility and value that merchandise catalogs and prepackaged travel awards cannot approach."

There's much more to the Big Splurge Award concept than "desirability." Equally important is the concept of recognition. "Sales persons and employees will aspire to higher standards of performance when they are genuinely appreciated for their dedication and recognized for their achievements," explained Mr. Podell. "When it comes to providing effective recognition, personalization is absolutely essential. Lack of personalization usually results in an act of recognition that is emotionally empty and

has no meaning.

Big Splurge Awards are highly effective, because they are highly personalized -- in fact, no two Big Splurge Awards are exactly the same."

While Big Splurge Awards are most often used in conjunction with sales contests and incentive programs, they can also be used for employee recognition, loyalty marketing programs, performance improvement initiatives, service awards, retirement gifts and sweepstakes prizes.

About Atlas Meetings + Motivation

Atlas Meetings + Motivation, a division of Atlas Travel International, specializes in meeting planning, group travel awards and individual travel awards. From the initial planning stages of a project through final evaluation, Atlas Meetings + Motivation focuses on not only meeting client needs, but actively working with them to generate new ideas. For more information visit their website at www.BigSplurge.com.

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