PROforma®
ONE SOURCE. INFINITE RESOURCES.™
Field Sales & Service Professionals
MOTIVATION AND PRODUCTIVITY IMPROVEMENT PROGRAM

Field Sales & Service Professionals

THE POWER OF PROFORMA TO INCREASE PRODUCTIVITY

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

PROBLEM

KEEPING SALES AND SERVICE PEOPLE **MOTIVATED WHILE** IN THE FIELD

IMPROVED PRODUCTIVITY

A typical organization spends $24k per person on improving productivity.
**Salesforce*

REVENUE TARGETS

79% of companies say improving productivity of sales reps is the #1 driver of hitting revenue targets.
**Salesforce*

EMPLOYEE TURNOVER

Sales is a notoriously high-turnover field, through engagement, 51% are less likely to leave an organization.
**Gallup*

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.

RESULTS

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

#6418

Stay Hydrated

#80015

Stay Nourished

#9048

ENGAGEMENT KIT:

Stay Healthy

#70370

Stay Focused

#3976

Stay Connected

#70239

New

Life In Motion™ Compact Cargo Box

8680 Black
8681 Royal Blue
8682 Red
8683 Apple Green

New

Life In Motion™ Primary Cargo Box

8639 Santa Fe Red
8641 Black
8643 Royal Blue

New Color Added

Everyday Carry Caddy

3905 Black
3906 Royal Blue & Black

Prime Utility Tote

1590 Black

New

Athena Travel Tumbler - 16 oz.

60110 Black
60111 Seattle Grey
60112 Royal Blue
60113 Apple Green
60114 Red
60115 Purple
60116 Solar Orange
60117 Malibu Blue
60118 Pink Raspberry
60119 Electric Lemon

New

Aviana Luna Double Wall Stainless Bottle - 20 oz.

15025 Charcoal
15026 Royal Blue
15027 Aqua

Bobble Insulate - 15 oz.

50250 Polar
50251 Peacock
50252 Sangria
50253 Stainless Steel
50254 Mint
50255 Metallic Silver
50256 Metallic Black
50257 Metallic Copper

New

Deluxe Carry Caddy

3798 Black
3799 Royal Blue & Black

New Color Added

Thermos® Stainless King™ Travel Tumbler - 16 oz.

80030 Matte Black
80031 Midnight Blue
80032 Cranberry
80033 Stainless Steel

Thermos® Sipp™ Travel Tumbler - 16 oz.

80005 Stainless Steel

PRICING IS IN USD AND IS SUBJECT TO CHANGE.

Thirst Flip-Top Tritan Water Bottle - 20 oz.

60800 Royal Blue
60801 Seattle Gray
60802 Apple Green
60803 Red

Refresh Tritan Sport Bottle - 22 oz.

60060 Black

Thermos® Hydration Bottle - 24 oz.

80220 Smoke
80221 Blue

GENUINE THERMOS BRAND

New Aviana Midas Double Wall Stainless Tumbler - 24 oz.

15000 Stainless Steel

AVIANA

New Thermos® Stainless Steel Sport Bottle with Covered Straw - 18 oz.

80250 Smoke
80251 Turquoise

GENUINE THERMOS BRAND

New Vector Messenger Bag

2138 Black
2139 Royal Blue

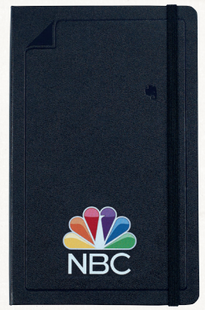
Rangeley Deluxe Computer Backpack

5540 Black
5541 Red

Ryder Computer Backpack

5121 Black

New Moleskine Evernote Notebook



40040 Black

MOLESKINE®

Brookstone® Surge Power Bank - 2200 mAh

70275 Black
70276 White

Brookstone

Brookstone® Boost Power Bank 4000 mAh

70295 Black
70296 White

Brookstone

New

Speck® iPhone 7/6/6S CandyShell Case

31008 Black
31009 White

speck

New

Travis & Wells Transit Computer Portfolio

6418 Black

TW

New

Samsonite Road Warrior Computer Backpack

95074 Black

Add inspirational messaging!

Samsonite

New

Charlie Cotton Tote

1576 Black
1577 Dune

New

Charlie Cotton Weekender

4285 Black
4286 Dune

Presse by bobble®

50110 Stainless Steel
50111 White

bobble

Igloo® Diesel Deluxe Cooler

9048 Gunmetal

IGLOO

New

Electra Bluetooth® Headphones

3976 Black & Brushed Silver

New

Brookstone® Etch Bluetooth® Speaker

70266 Black
70267 White

Brookstone

PROforma®

ONE **SOURCE.** INFINITE **RESOURCES.**™

AWARD-WINNING BRAND PROMOTION

Proforma is the leader in the printing, promotional products and packaging industries with a creative edge to add impact and value to your programs.

We provide the most innovative and cutting edge product and service solutions through more than 750 offices across the globe.

Connect with us today.

Completely Custom Product

Your Brand. Delivered.

From concept to delivery, we're your One Source with Infinite Resources.