5 Making deals

- planning an incentive trip
- negotiating a package

5.6 Case study St John's Beach Club

Discussion

1 **Some companies reward their best sales staff with gifts, trips or additional pay, hoping that such benefits will serve as an incentive to improve sales. What do you think are the advantages of such sales incentive programs? Are there any disadvantages?**

Reading

2 **Read the memo and answer the questions.**

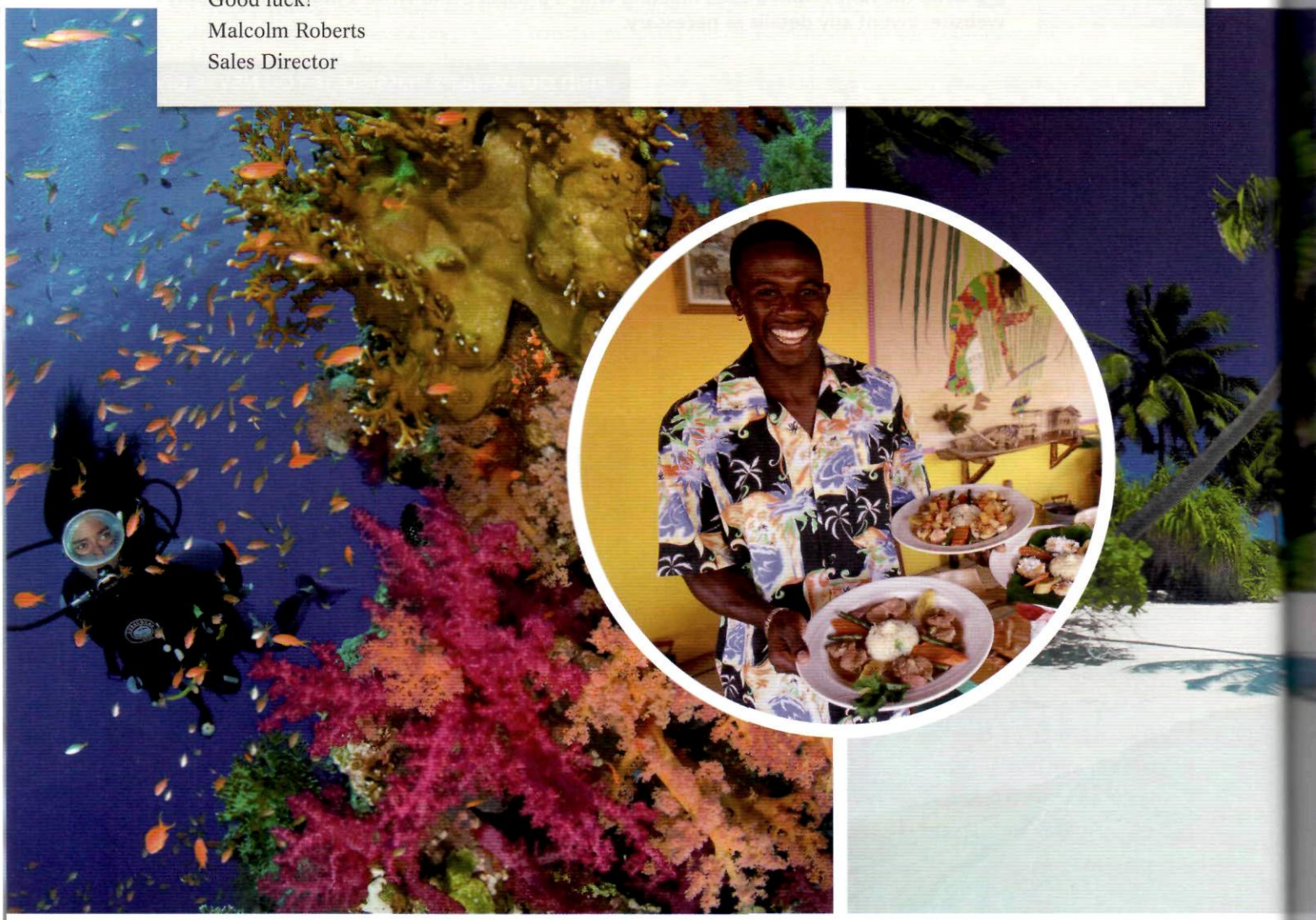
1 Who can go on the incentive trip?
2 Is this the first time the company has organized such a trip?
3 When and why was the memo sent?
4 What sort of customers does the St John's Beach Club aim to attract?

Ashton Pharmaceuticals – Memo

To: All sales reps
Re: Incentive trip

Just a quick reminder that our top ten performers will win an all-expenses paid holiday for two in the sun. As usual, our destination is the Caribbean, and this year we have chosen the St John's Beach Club in Antigua (see attached brochure). So if you haven't yet made it into the top ten, and you want to be on the beach this December, there's still time to record really excellent figures in Q4!

Good luck!

Malcolm Roberts

Sales Director