

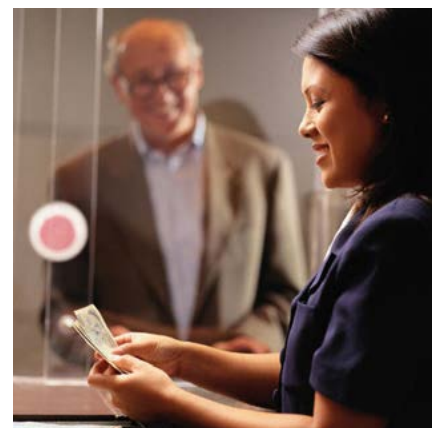
“Everything you need to increase sales!”

TD CANADA TRUST



KEY CHALLENGES

- Meeting monthly sales targets.
- Finding an exciting, upscale incentive reward to motivate employees.



IMPLEMENTATION

Odenza’s Director of Business Development Bob Bullock came up with a package to provide an all-inclusive 4-day Carnival Cruise to Nassau for 77 people for \$80,000. Odenza provided promotional materials such as posters, dangling cruise cards and balloons. TD Canada Trust incorporated other custom-made materials and launched a terrific in-house marketing campaign, where financial services representatives and tellers were encouraged to reach sales targets in a 12-month points program. Employees received postcards from the president, suntan lotion, Carnival Cruise towels and key chains – all reminders of what was on the horizon if they met their goals. Odenza Cruise Manager Courtney Mihailoff worked exclusively with the TD Canada Trust Sales Support Coordinator to organize the travel itinerary for 64 winners and 13 executives, including liaising with Carnival Cruises for shipboard events.

“It was the first time we ever rewarded our achievers with a group cruise,” says Maria LaSala. “Courtney made sure every request was carried out. She booked all the flights and hotels, handled the transfers down to the travel insurance. I could not have done this without her,” she says.

The Carnival Cruise Conference Coordinator arranged good events for the group, including a team-building ‘Amazing Race’ style scavenger hunt around the ship, PowerPoint-equipped meeting rooms for relaxed personal appreciation sessions, private cocktail parties, surprise ‘gift drops’ to employees’ cabins and shore excursions. “There were no worries. Each night, I went over the details with Carnival’s conference coordinator. I’d wake up knowing the day was perfectly planned,” LaSala says.

Upon return, she reports, “Word-of-mouth about the cruise really took off and spread motivation like wildfire to other employees.”

SATISFACTION RATING: 10/10

“It worked out great as an incentive. This package was soooooo reasonably-priced. We really got a lot of bang for our buck. We came back to Odenza because of the excellent travel-planning expertise.”

- Maria LaSala, Sales Support Coordinator, TD Canada Trust



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