

WHY USE Variable Ratio (VR) Reward Cards™?

- To maximize program results. VR Reward Cards utilize the most powerful formula for participant motivation—"Variable Ratio Reinforcement" (see case studies on back).
- You get exciting Grand Prize motivation—a potential Jackpot on **every** card—at a fixed cost.
- It's something different (a new way to motivate employees or sales channel) for a marketable, competitive edge.
- Creates a lot of fun and synergy (especially when cards are disbursed in meetings).
- A major time saver—VR Cards can be used across multiple promotions.

Itching for a powerful new incentive promotion? SCRATCH THIS!

Here's an exciting new tool for motivating performance with sales incentives. It's called the Variable Ratio (VR) Reward Card™. It's a scratch-off card, but like none you've ever seen!



HOW IT WORKS:

- Variable Ratio (VR) Reward Cards™ are an alternative to traditional incentive award media such as award certificates, bank accounts, debit/credit cards, even cash. They are highly motivational and can be used in almost any Performance Improvement Program.
- Participants earn VR Cards according to your program rules and budget. There are 20 scratch-off spaces on the front of each card. The word WIN is printed beneath 5 random spaces. Participants may scratch off **any 5 spaces**. The number of WINS they uncover, and your budget, determine award value.
- The points won on each card can be **accumulated** and are redeemable for top-quality name-brand awards.

SEE EXAMPLE ON BACK SIDE!

The Primary Power of VR Cards:

- There's a potential Jackpot on EVERY card! (VR Cards are not seeded)
- EVERY card is a winner!

WHY PARTICIPANTS WORK HARDER FOR VR REWARD CARDS:

- Exciting: There's a Jackpot (5 wins) on every card—all they have to do is find it!
- High Perceived Value: Participants don't know actual card cost. They equate its value with the Jackpot, thinking, "Every time I do 'X,' I could win a cruise" (or whatever the Jackpot is).
- Every Card is a Winner: Some cardholders just win more than others.
- High Integrity: Those whose 5 scratch-offs reveal no wins are encouraged to rub off all 20 spaces. Card will still be worth the minimum value, and participant has physical evidence there is a Jackpot on every card.
- Add-On Power: Points earned on VR Cards can be accumulated for bigger, more valuable awards (and combined with those from other promotions).
- Fun: With luck, one card wins it all!

Here's an Example of How VR Cards Can be Used to Build Performance:

Say you are launching a new product or service. Your incentive budget is \$25 per new product/service sold. You could award a VR Card for each qualifying sale, with program awards as follows. *Note: EVERY CARD is a winner and EVERY CARD has the potential for 5 WINS and the Jackpot!*

# WINS Uncovered	Points @ .005	Award \$ Value (Not Shown on Card)
0	2,000	\$10
1	3,000	\$15
2	5,000	\$25
3	10,000	\$50
4	100,000	\$500
5	JACKPOT!*	\$3,500

*Jackpot could be 700,000 Points...a Caribbean Cruise...or other prize of your choice.

- Your **fixed cost** for each card would be \$24.96, which is the average award value. VR Cards are invoiced at their fixed cost as they are earned, so you can have a **fixed budget**. VR Cards can be designed to fit any budget.

CASE STUDIES:

Major Appliance Manufacturer

- In the prior year, awarded cash spiffs to dealer retail salespeople, resulting in a 10% sales increase.
- Client forecasted a 10% increase over the prior year using the cards.
- Achieved a 72.9% increase during a 3-month spiff.

Major Banking Institution

- Credit Life sales penetration rates were under 20% in a major market. Bankers said Credit Life couldn't be sold.
- Program objective was to change banker attitude and double penetration to 40% in 3 months.
- Cards were awarded for each policy sold.
- Resulted in a 47% penetration rate.

International Chemical Corporation

- Fourth year of a fixed budget (contest) program aimed at reaching 102% of sales goal. Over-goal had not been achieved in the past 2 years.
- Modified program structure to award cards for new business.
- Resulted in a program record 102.3% of plan and realized nearly \$3.5 million in annualized **new** business.

If you want to take YOUR sales incentive programs to new performance levels, give us a call so we can show you how these exciting cards work!