



Interested in Incentive *or* Gift Programs?

- ✓ *Must* produce results
- ✓ *Must be* easy to administer
- ✓ *Must have* quality merchandise, superior service, *and* excellent values
- ✓ *Must have* on-line capability *as well as* print support
- ✓ No set-up fees
- ✓ No administrative fees

You've come to the right place.

Select-A-Gift®



Safety
Incentive
Sales
Performance

results

Everyone wants them.

We get them.

In business today, results mean bottom line impact. Select-A-Gift® has been getting bottom line impact results for America's companies through motivation and incentive programs for over 40 years. Select-A-Gift® is the most respected name in plateau merchandise programs and features brand name merchandise. Successful companies have realized that gift and incentive programs are not an expense but an investment that has paid big dividends as programs have been repeated many times over the years.

With fewer resources available to achieve higher goals, companies today need every edge they can get. The key to achieving these goals is motivating and rewarding their employees. Fortunately, the answer on how to do this is simple.

- *Companies that communicate a clear message about what they expect of their employees see results.* Specific goals to employees such as sell 100 more units, produce 200 more units, reduce defects by 3 are specific goals employees can relate to. They also need to know why this goal is important to achieve and its impact on the bottom line.
- *Employees need to know specifically what is expected of them to achieve the goal.* Given the proper training, direction and tools, employees will strive to experience success. Whether it be attendance, productivity or safety, they need to know their specific contribution is essential to achieving the goal.
- *Employees need to know how they are progressing toward the goal.* Communication and feedback are essential to success.
- *Recognition – recognition fuels the fires of enthusiasm.* When employees succeed in accomplishing something out of the ordinary, they want – and need – to be recognized as an achiever. Achievements should be remembered and discussed.

Select-A-Gift® provides you with the resources you will need to implement a successful program. Select-A-Gift® merchandise is generally shipped within 48 hours after receipt of order so recipients are promptly rewarded when redeeming their incentive or gift awards.

Incentive Programs

Whether it's a sales, productivity, safety or attendance and tenure program, the principles and analysis are the same.

Properly structured incentive programs make money. With the **Select-A-Gift®** program, the objectives of the program must be achieved before the participants are rewarded. The "cost of the program" is a percentage of the savings or profits the program generates. Programs make money.

Keep these four principles in mind when setting up an Incentive Program:

Purpose

Determining the wants and needs of the group being motivated is essential to the program's success. Not everyone is motivated by the same reward. While a jacket or trip may be a sought after reward for one participant, it may have no incentive value for another. The **Select-A-Gift®** program offers a wide range of rewards in all levels, with something to appeal to everyone in the group.

motivation

The **RIGHT** reward is essential to motivating employees.

Structure

Make all the awards being offered attainable. There is no benefit in providing merchandise that cannot be reasonably attained. Participants who view this merchandise and calculate that their performance must increase by astronomical proportions to attain the merchandise will become disenchanted. They will tend to focus on what they *can't* earn rather than on what they *can* earn.

The **Select-A-Gift®** program, in printed version and the online version, is completely customizable to show only merchandise levels you select. Merchandise that is attainable. In fact, the online version can be customized down to selecting the individual items that can be shown.

inspiration

Create goals that produce results.

Design

When deciding the attainable, keep the following in mind; there will always be those at the top who achieve the goal and you will have to reward. They are the backbone of the company and they are your guarantee when it comes to effort.

But do they make the program a success? NO! It's the middle level achievers who make the difference in a program. They make up the bulk of the target audience and have the ability to change the company's performance. Therefore, take the high achiever as a given and plan the program around inspiring the middle level achiever.

Communicate

Communications keep a program vibrant, fun and alive. Just because the program is top priority for you doesn't mean it's first in the minds of the participants. Budget promotional products to keep the program alive and fun. Items such as key chains, magnets, hats, etc. will stimulate your participants to achieve. Keep the participants informed on progress toward achieving success and their contributions. Distributing **Select-A-Gift®** point certificates are an excellent way to do this. They provide tangible evidence of the progress and inspire greater effort toward that ultimate reward.

satisfaction

See how easy pleasing everyone can be.

get ready

First, you must determine your objective. The objective must be reasonable and attainable. You should be able to easily and clearly state the objective in a few short sentences. *Keep it simple.*

Second, you must determine what it is worth to you to achieve this objective. Would you be willing to share 10%, 20%, 30% of the savings or profits generated from obtaining this objective?

get set

Finally, determine the time frame over which the program will take place. Some incentive programs such as safety and productivity programs are ongoing with no set time limit.



The heart of an awards program is the awards catalog. The Select-A-Gift® awards catalog is the finest in the industry. It features brand name merchandise with a mix of products that appeal to everyone. With up to 80 items per plateau level, it is among the largest in the industry.



You can implement your program by creating a custom printed catalog that can be mailed to each employee's home so that his or her family can share in the excitement and participate in the rewards to help assure success. The program can also be set up to run online with a "branded" site just for you. The site will be complete with your rules, logos, banners and award redemption capabilities. The most successful programs use printed materials as well as online capability to ensure everyone is included.

go

Watch your Business Grow

The Award Process

Using the Select-A-Gift® Awards Point System eliminates all the administrative headaches and details. Simply distribute point certificates to participants as they earn them. Participants save the points for the desired reward. Points can be redeemed online or through the mail.

You simply order point certificates when you need them as the program progresses. At any time during the program, you may request a status report listing the program activity and redemptions. There are no minimum purchase agreements. That's how simple it can be to have a custom program working and earning results for you!

Using the Select-A-Gift® award point certificates makes a program extremely flexible. For example, at any time during the program you can announce bonus point features. For sales incentive contests, bonus points could be given for sales of certain products during a specific month or combining products during a sale. You could combine attendance and safety awards, offer bonus points for suggestions, ride sharing, safety slogan contest, or just thanks for doing a good job! The possibilities are endless and easy to administer.



Online Programs

Select-A-Gift® can have your online site up and running within 24 hours. It is an exciting way to introduce your program complete with your company's banners, information and rules. The merchandise selection can be customized by category (price point) or by individual merchandise item. Using prepaid Select-A-Gift® Point certificates, individuals can redeem the points for merchandise online or send the points to our redemption headquarters. Either way, the merchandise will ship promptly to the participant's home. Don't want to use points? - **We'll set it up to do it your way!**

Select-A-Gift® merchandise values include delivery of the merchandise anywhere in the contiguous United States. No surprise shipping and handling charges for which you didn't budget. Select-A-Gift® has developed a spec sheet that leads you through gathering the information you'll need to have the site set up. We'll email a copy right out to you or follow the steps listed in the figures at right.

state of the art
it's just a click away

Experienced incentive minds, internet expertise, and proven motivational strategies produce results.

customized programs
Your criteria, your rules, your information throughout the site.

customized graphics
Logos, images and text are customized just for you, and not just on the home page. The entire site takes on your look.

flexibility
We're here to help make your on-line programs successful.

All at NO CHARGE!

On-Line Incentive Programs Select-A-Gift®

The following details the specifications for on-line programs. If there are any questions feel free to contact us. All images must be sent in jpg format. Be sure to closely follow the size requirements for each image. Each numbered item listed below is a customized area. In the appropriate places listed below both text and an image can be placed on the web site. If text will be used, please create a new Microsoft Word document and label the area where it is to be posted. To see a sample/demo of the incentive and gift sites please visit our site.

Customized Web Site Color (please place an "X" in front of the background color)

- 1. White Background (as appears on the Gift Program Demo)
- Red Background (as appears on the Incentive Program Demo)

Customized Web Site Name

Please list the web address for the customized site. Use the company's name, the name of the program they are creating or any other name. It will follow the forward slash.

2. www.selectgiftplan.com/

OPENING HOME PAGE SCREEN (this is the opening screen when the website name is entered.)

3. Client Banner (The banner is located in the upper left-hand corner of the screen)

BANNER IMAGE SIZE:

Maximum 450 x 110 pixels jpg format

Home page Header (This is a customized area just below the banner and above the home page image and/or text.)

Maximum of 52 characters including spaces

4. Header Text:

5. Home page Image and/or Text:

HOME PAGE IMAGE SIZE:

Maximum 450 x 375 pixels jpg format

(If text, please attach a separate Microsoft Word document labeled Home page text. Unlimited amount of text.)



COMPANY'S RULES PAGE

RULES HEADER TEXT:

(This is a customized area just below the banner and above the rules page image and/or text.)

Maximum 52 Characters including spaces

6. Rules Header Text:

7. Rules Image and/or Text:

RULES IMAGE SIZE:

Maximum 450 x 375 pixels jpg format

(If text, please attach a separate Microsoft Word document labeled Rules text. Unlimited amount of text.)



CATALOG HOME PAGE

(This screen appears after the submission of certificate and mailing information. the catalog categories are listed to the right)

CATALOG HOME PAGE TEXT:

(This is a customized area just below the banner and above the catalog home page image and/or text.)

Maximum 52 Characters including spaces

8. Catalog Header Text:

9. Catalog Image and/or Text:

CATALOG PAGE IMAGE SIZE:

Maximum 450 x 375 pixels jpg format

(If text, please attach a separate Microsoft Word document labeled Catalog Page text. Unlimited amount of text.)



10. How many categories will be utilized for this online program?

(Please place an "X" next to each category that should be listed on-line)

1	4	7	10
2	5	8	11
3	6	9	

ITEMS

11. Please list any type of items that should be dropped from the customized site. If possible also list the SGI item number.

Printed Catalogs

We can have a custom catalog produced and ready to ship in 10 working days. The outside covers can be of your design or an overprint on our stock cover. The inside covers normally include the rules of the program. The catalog will include only the levels (price points) pertinent to your program. The factors which determine the cost of a custom catalog are:

1. Number of catalogs required
2. Number of levels to be included
3. Number of colors on the outside covers
4. Number of colors on the inside covers

Our experience has found that using a printed catalog with an online site is the most effective way to ensure a program's success. Considering that the online site is free, can you afford not to have a program in place?

The Select-A-Gift® catalog can be produced with or without "point headers". The point headers are set up in the traditional 1/2 cent per point system. In other words, the \$25.00 category would have a header across the top of the page that reads "Any of these fine gifts can be yours for 5000 points".

FAQ'S

How quickly can I get point certificates?

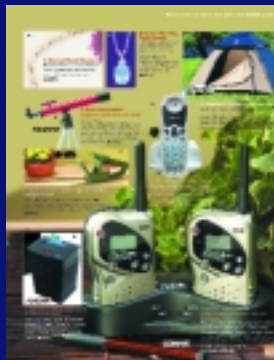
Most orders for point certificates can be shipped within 24 hours of receipt of the purchase order. Normal shipping of point certificates is via UPS.

How long are point certificates valid?

Point certificates have no expiration date. One powerful advantage of point certificates is the option to save the points and use them at a time of the individual's choice. The point certificates represent a reward for an individual's hard work and excellent performance. Taking it away at some arbitrary future date or putting conditions on when and how it is used can diminish the desired impact.

How long is the catalog good?

We publish a new catalog during the summer of each year. The merchandise is available for 18 months after that and sometimes longer. Ongoing programs should consider redoing their catalogs at least every 18 months. Many new items are introduced into each catalog and this helps keep an ongoing program exciting and invigorating. Our online catalog is updated continuously. Select-A-Gift® merchandise is always factory fresh and the most current model available. There are no close-outs or outdated merchandise that other programs feature at discounted pricing.



Each category is 8 pages and contains up to 80 brand name items!

Services From Select-A-Gift®

From day one, customer satisfaction has been our number one goal. We offer many additional services at no additional charge to make sure not only the recipient is satisfied but also everyone involved.

• Status Reports

Status reports are available upon request at any time for active programs. We'll be happy to sort the information for you in the format you want and email, fax or mail the info to you all at no charge.

• Shipping

Orders for gift redemption certificates or point certificates can be shipped same day if ordered by noon(CST). Our normal shipping method is UPS, but we'll be happy to ship via other carriers such as FEDEX. You may supply your account number, and we'll ship under that number allowing you any discounts you may be entitled to. At Select-A-Gift® freight is not a profit center. Our goal is to ship all merchandise within 48 hours. Since all of our merchandise shipping charges are included in the one price you pay regardless of location in the contiguous United States, we reserve the right to specify the shipment carrier.

• Returns

Any recipient who receives a defective or damaged product needs an extra measure of service. Select-A-Gift® will issue an Authorized Return Label to have the merchandise returned to us at our expense. We will replace the item or the recipient may select a different item from the same category. As soon as we receive the damaged/defective item, we will expedite shipment of the replacement. We cannot reimburse shipping on unauthorized returns, but will certainly work to resolve and expedite replacement merchandise.

• Telephone Service

Select-A-Gift® does not use automated telephone answering machines during normal business hours. You'll get one of our customer service representatives, usually within 3 rings. We're here to be your partner.



11 Distinctive price categories from which to structure your program.

select-a-gift[®]

fast

simple

POWERFUL

Recognize and reward loyal employees

Retaining good employees is a must for successful companies.

Increase sales

Reward each participant on total dollar sales during the contest period or on increased dollar sales above the period goal.

Reward frequent buyers

Acknowledge your best customers and provide incentives for additional sales.

Change behavior

Positive motivation produces desired results.

Generate trade show traffic

Bonus points for orders placed at the show.

Increase safety

Reward no lost time accidents each month and help control insurance costs.

Say thanks to your customers with a gift

A gift they will use and remember because they selected exactly what they wanted.

Solve Holiday gift giving dilemmas

No more color, size or duplicate gift problems...everyone gets exactly what they want.

or

Just say thanks for a job well done

Only your imagination limits the variety of ways the Select-A-Gift[®] plan can be used. There are no minimum purchase agreements, no administrative or set-up fees so your program dollars go further and make more profits for you.



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