



## Can your current incentive programme survive the acid test?

Answer the questions below and compare your current programme against our guide to the perfect incentive programme.

|  | YES | Don't Know | NO |
|--|-----|------------|----|
| Do you know <b>WHO</b> the members in your programme are?<br>E.g. blue collar/white collar, gender mix, pay scale, age mix, ethnicity etc. |     |            |    |
| Do your members have a variety of non-financial rewards to choose from<br>(not cash or vouchers)?  |     |            |    |
| Can your members choose merchandise and travel as reward options?<br>E.g. toasters, BBQ's, a trip to Sydney etc.                           |     |            |    |
| Do you think the reward options you have available motivate your members<br>to change their behaviour?                                     |     |            |    |
| Do your members talk about their rewards with each other and brag about<br>achieving them?   |     |            |    |
| Can your members set reward goals in your programme, giving them<br>something to strive for/work towards?                                  |     |            |    |
| Do you communicate to your members in some way at least monthly<br>(over and above day to day business trading)?                           |     |            |    |

If you answered **NO** or **DON'T KNOW** to **SOME** of these questions, and you'd like to know why and how we can help, call us.

### But....

If you answered **YES** to **ALL** these questions then we'd love to shake your hand as you're currently running a perfect incentive programme.