

CASE STUDY

Sales Conference Incentive



END USER: Jewels of Arabia

OBJECTIVE: Push Sales Team Members to hit quota to qualify for sales conference in Dubai

THEME: Three Months to Qualify - Jewels of Arabia

SPICE: Sumac / Za'atar / Baharet

SOLUTION: We selected three spices native to the Dubai Region, Sumac, Baharat, Za'atar and packaged in our Promo Spice Tubes in a Mailer Box featuring a call to action to qualify. 500 of these kits were sent off to the Sales Team Members to encourage them to hit quota. Dubai is so close we can taste it!