

FOR IMMEDIATE RELEASE
November 11, 2011

CONTACT:
Robin Ryerson
Director of Marketing Communications
732.745.0600 x 6270

Dittman Incentive Marketing wins IMA Circle of Excellence Award for “Great Cities of North America”

New Brunswick, NJ – Dittman Incentive Marketing was recognized by the Incentive Marketing Association (IMA) as a winner of a Circle of Excellence award for creating a hallmark sales incentive program for DEX Imaging, the largest and fastest growing independent dealer of Konica Minolta and Kyocera document imaging equipment in the United States. The program used a world-class travel incentive to San Francisco to drive record sales.

For over a decade, the IMA Circle of Excellence award has been an exclusive and coveted annual award presented to agencies and clients whose activities in employee motivation, sales incentives, and channel marketing have clearly demonstrated a measurable return on investment. Dittman Incentive Marketing is honored to have won this award four times in the last six years and is equally proud to be one of the only two U.S. companies to win in the current global competition.

The goal of “The Great Cities of North America” sales incentive, which was created for the client eight years ago, was to drive sales during a traditionally slow selling season and engage DEX sales associates to achieve greater sales performance and obtain an incentive award that has taken on celebrated status.

“DEX is headquartered in Tampa, Florida and instead of offering familiar incentives like trips to Mexico or the Caribbean, we wanted to give their sales associates the unique experience of exploring the great cities of North America; cities with a definable personality that are rich in history and culture,” explains Jim Dittman, President of Dittman Incentive Marketing.

An overwhelmingly enthusiastic reaction to the first great city trip held in New Orleans led to another in Washington D.C. and then to programs in Boston, Montreal, Chicago, and New York. The popularity of the great cities programs has become entrenched in the DEX Imaging culture. The much sought-after sales award carries a status that only time and tradition can confer, making it a highly effective motivational strategy.

The travel award to San Francisco was themed “DEX -- In the City by the Bay”. The trip proved to be yet another extraordinary experience for the contest winners who became totally immersed in the San Francisco lifestyle. Trip highlights included a “Postcards from San Francisco” welcome reception and dinner, meet & greets with local residents, San Francisco Foot Rallye, private wine tasting, excursions to historical landmarks like Alcatraz, Golden Gate Park and Fisherman’s Wharf, visiting the set of TV show Top Chef San Francisco and dining in the city’s finest restaurants. The final night awards gala was held in historic City Hall and featured three tuxedoed tenors who brought guests to their feet and tears to their eyes.

But the net takeaway for the 2010 DEX sales incentive program was that during the contest period it generated 36.6% of DEX’s annual sales during what is historically the slowest sales season for the company/industry. “What is really worth noting,” says Jim Dittman, “is that since the group travel incentives began, the percentage of sales increase for 2002 to 2010 has been an astounding 908.1%.”

About the Incentive Marketing Association

Business improves when employees and customers are recognized, rewarded, and engaged through effectively structured programs with defined goals and proven returns. The Incentive Marketing Association (IMA) is comprised of the companies who are leaders in the incentive industry. IMA provides education, resources and research to promote the use of incentive programs to the business community and is the umbrella organization for the Global Incentive Council (GIC), the Incentive Gift Card Council (IGCC), the Incentive Manufacturers & Representatives Alliance (IMRA), the Incentive Travel Council, the Performance Improvement Council, the Promotional Products Provider Council, the Recognition Council, IMA-Australia Council, IMA-Canada Council and IMA-Europe Council. More information about IMA and the incentive marketplace is available at www.incentivemarketing.org.

About Dittman Incentive Marketing

Dittman Incentive Marketing is a leading provider of incentives, rewards and recognitions programs using online software (SaaS) to help companies realize immediate ROI in motivating sales, employees, channel partners, and customers. Our solutions include: TotalPRO® - recognition and rewards solution includes modules for peer-to-peer and manager recognition, sales incentives, referral programs, service awards, bright ideas, safety, and wellness; Great Escapes™ - individual travel incentives for sales incentives and contests with over 130 destinations; and Great Rewards™ - individual name-brand merchandise rewards from \$30-\$3,000. Dittman Incentive Marketing is a founding trustee of the People Performance Forum at Northwestern University and the Enterprise Engagement Alliance. For information: web www.dittmanincentives.com; blog <http://dittmanincentives.wordpress.com>; Twitter <http://twitter.com/dittmanrewards>; Facebook www.facebook.com/DittmanIncentives.

#