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## **DEX and Dittman Honored As Motivation Masters**

**New Brunswick, NJ** – Dittman Incentive Marketing was recognized by Incentive Magazine as Motivation Master of the Year in the Sales Incentives category of their annual competition. Dittman created 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.

**Dittman was also named a finalist for a channel incentive they created for Montblanc that drove record-setting results in their timepiece line.**

The Motivation Masters Awards have 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.

The goal of the “DEX Explores the Great Cities of North America” sales contest, which was originally 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 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 and 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 the 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 Dittman Incentive Marketing**

Dittman Incentive Marketing is a leading provider of incentives, rewards and recognition programs using online software (SaaS) to help companies realize immediate ROI in motivating sales people, employees, channel partners, and customers. The signature Dittman solution is TotalPRO® (Performance Recognition Online) -- a recognition and rewards solution that 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, and Great Rewards®, individual name-brand merchandise rewards. Dittman Incentive Marketing is a founding trustee of the People Performance Forum at Northwestern University and the Enterprise Engagement Alliance and has earned dozens of awards over the last 35 years. For information: web [www.dittmanincentives.com](http://www.dittmanincentives.com); blog <http://dittmanincentives.wordpress.com>; Twitter <http://twitter.com/dittmanrewards>; Facebook [www.facebook.com/DittmanIncentives](http://www.facebook.com/DittmanIncentives).

## **About Incentive Magazine**

Incentive is the only publication devoted exclusively to motivation and performance improvement through the use of incentive programs and consumer promotions. Incentive Magazine is a FIRST-READ for executives looking to improve company performance and a FIRST-BUY for advertisers looking to reach the most qualified incentive buyer decision-makers. The Incentive advantage is a direct result of more than 100 years of industry experience coupled with the highest subscriber qualification standards in the industry. Incentive helps both advertisers and subscribers reach their goals. For more information: <http://www.incentivemag.com>.

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