

DECISION MAKERS WHO CAN SAY 'YES!'



Every organization has decision makers who can say **YES** when others can only say **NO**. Your task is to find the decision makers that believe in the power of recognition and are ready to say **YES!**

Use the guide below to help you initiate contact with the right decision makers and suggest recognition program ideas that will boost your sales!

DECISION MAKERS

RECOGNITION OPPORTUNITIES

SALES DECISION MAKERS

- Director of Sales
- VP Sales
- Sales Managers

← TOP SALES
PERFORMERS →

- New Accounts
- Highest Profit Margin
- Increased Existing Account Sales
- New Business

MARKETING DECISION MAKERS

- Marketing Director
- Marketing Manager
- Marketing Coordinator
- Product Design Manager

← INCREASE
CUSTOMER
LOYALTY →

- Customer Appreciation
- Internal Marketing/Branding
- Vendor Appreciation
- Innovative Product Design

MANAGEMENT DECISION MAKERS

- VP of Operations
- Operations Manager
- Department Manager
- Team Leader

← PERFORMANCE
MANAGEMENT →

- Performance Management
- Increase Employee Engagement
- Foster Employee Loyalty
- Improve Production/Information Flow

EXECUTIVE DECISION MAKERS

- CEO
- President
- Vice President
- Executive Assistant

← REINFORCE
MISSION
& VISION →

- Reinforce Corporate Values
- Reinforce Corporate Initiatives
- Special Projects
- President's Award

HUMAN RESOURCES DECISION MAKERS

- Human Resources Director
- Human Resources Manager
- Recognition Planner
- Training Manager

← INCREASE
EMPLOYEE
RETENTION →

- Years of Service
- Honor Retirement
- Employee Wellness
- Increase Employee Loyalty

PRODUCTION DECISION MAKERS

- Safety Director
- Plant Manager
- Production Manager
- Team Leader

← OPERATIONAL
EXCELLENCE →

- Reduction in Lost Time
- Safety Awareness
- Reduce Injuries
- Increase Productivity
- Quality