

5.6 Case study St John's Beach Club

Discussion

1 Some companies reward their best sales staff with gifts, trips or additional pay, hoping that such benefits will serve as an incentive to improve sales. What do you think are the advantages of such sales incentive programs? Are there any disadvantages?

Reading

2 Read the memo and answer the questions.

- 1 Who can go on the incentive trip?
- 2 Is this the first time the company has organized such a trip?
- 3 When and why was the memo sent?
- 4 What sort of customers does the St John's Beach Club aim to attract?

Ashton Pharmaceuticals – Memo

To: All sales reps

Re: Incentive trip

Just a quick reminder that our top ten performers will win an all-expenses paid holiday for two in the sun. As usual, our destination is the Caribbean, and this year we have chosen the St John's Beach Club in Antigua (see attached brochure). So if you haven't yet made it into the top ten, and you want to be on the beach this December, there's still time to record really excellent figures in Q4!

Good luck!

Malcolm Roberts


Sales Director



Internet research

Search for the keywords *employee incentive programmes* to find out more about motivating employees. Hold a vote to see which incentives the class find most motivating.

Listening for detail

3  2:47 Listen to a conversation between Malcolm Roberts and Loretta Harding, CEO of Ashton Pharmaceuticals. Mark these statements *T* (true) or *F* (false), and say why.

- 1 The conversation takes place in Malcolm's office.
- 2 Malcolm and Loretta are going on the trip.
- 3 Charles is probably the CFO.
- 4 Last year's budget was about \$26,500.
- 5 Malcolm is going to negotiate with the St John's Beach Club.
- 6 There will be between 22 and 26 participants.
- 7 Malcolm hopes to stay in Antigua for ten nights.

4 Listen again and complete these sentences.

- 1 Loretta would get to know the sales team better if _____
- 2 If they only talked to one travel agent, _____
- 3 Loretta thinks the agents may give a free upgrade if _____
- 4 If they can negotiate a really good package, Malcolm _____
- 5 They'll stay longer than a week if _____

Negotiating

5 Divide into travel agents (A) and buyers (B). Each buyer negotiates with two different travel agents to get the best possible deal for Ashton Pharmaceuticals' incentive trip to the St John's Beach Club. When you have finished negotiations, compare your scores to see who got the best deal.

Student A: turn to page 111.

Student B: turn to page 115.

Antigua

- Population: 67,000
- Language: English
- Climate: Tropical
- 14 miles long, 11 miles wide
- 365 beaches, pure white sand, turquoise water
- Several international casinos

St John's Beach Club

- Four-star luxury accommodation on the beach
- **Gourmet** food in our three restaurants
- Three pools, beach bar, night club
- Sailing, scuba-diving, squash and tennis included
- Team-building events and competitions
- Group benefits for bookings of ten rooms or more