

# Find your travel incentive sweet spot

Top performing teams come in all shapes and sizes. Fortunately, travel incentive programs do too.

Traditional group incentive travel is still a powerful motivator but more and more, sales managers are discovering the benefits of individual incentive travel.

Before you decide, you'll want to consider budget, timing, company culture and group demographics. Answer the questions below and track your score to discover which model is best for your team.

## 1 When it comes to your current travel incentive program, word on the street is...

I absolutely love our group travel program; I hope it never changes!

one point

Our group travel trips are great but I'd like to have more free time.

two points

I like our trips but wish I could share more of it with my family.

two points

I am so grateful for the trip but the destinations aren't very motivating to me.

three points

I like that we get to go to destinations I wouldn't normally choose.

one point

## 2 How high is 'camaraderie' on the totem pole?

Building relationships among teammates is a top priority for us right now.

one point

Team-building is great but it isn't a major concern.

two points

## 3 What's your company's rally cry?

Blaze your own trail.

two points

Win together, lose together.

one point

## 4 What would you want a fly on the wall to hear on the plane ride home?

The trip was incredible — especially because my family and I celebrated my success in our own unique way!

two points

It was great to celebrate with my team after a year of hard work!

one point

## 5 Describe your A-Squad.

Diversity with backgrounds, generations and lifestyles.

two points

Relatively similar regarding background, age and lifestyle.

one point

Traditional, close knit team.

one point

Young, hip, mostly Millennial group.

two points

## 6 How would you describe your sales incentive budget this year?

About the same or a little more than last year, but I still want to maximize my dollars!

one point

A little skimpier. I'm hoping to find a way to stretch what I have.

two points

## 7 How do you want your incentive program to impact the water cooler chit-chat?

I want it to be the ONLY thing my team talks about a couple weeks before and a couple weeks after.

one point

I want a long-term, continual buzz that lasts several months.

two points

## 8 Are you looking to mix things up?

Group travel has been fine but we need to try something new.

three points

Not sure. No one complains about our current program... but maybe it could be better.

two points

Our group travel trips have always been a huge hit. No need to change a good thing.

one point

## 9 Is it a big deal if your top-performers are all gone at once?

The nature of my business can flex to accommodate a group trip.

one point

I prefer to not have all of my top-performers away from work at the same time.

two points

There is no way I could afford to have all of my top-performers out for a full week!

three points



## How'd you score?

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### 9-12 points:

Group incentive travel is probably right for you. Based on your current priorities, budget and the nature of your team, group travel is a great fit. A team that wins together celebrates together!

### 13-17 points:

There are strong benefits to both for you - the key is to determine your priorities. You might even opt for a combination program that allows your participants to select their preference of group versus individual.

### 18-21 points:

It seems pretty clear that individual incentive travel is ideal for your team. They value choice and independence. Not only that, it gives you flexibility with budget and scheduling.

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Building relationships with teammates is a top priority for us right now. **x points**

Interpersonal relationships within our team are important, but it isn't a top concern. **x points**

## 3 What's your company's rally cry?

Blaze your own trail. **two points**

Win together, lose together. **one points**

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The trip was incredible — especially because my family and I were able to celebrate my success in our own unique way! **one points**

It was great to celebrate with my team after a year of hard work! **two points**

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