

Contacting Recognition Planners

Contacting the appropriate decision maker within a company is integral to making a recognition sale. If you're just beginning your recognition sales, contact the individuals below first to provide them with ideas for possible recognition occasions.

Company Store – contact the internal communications manager. Company stores generally prefer to use their logo for recognition items. These individuals can be responsible for any type of employee recognition to company recognition.

Meetings – the meeting planner is the best contact for any meeting event. These meetings usually incorporate appreciation gifts for the attendees, or a reward for the planners.

Training Programs – the training manager or the human resources department love to reward participants for completing a training program.

Marketing – marketing managers or marketing directors recognize department individuals for increases in market share, an increase in brand loyalty, and company awards.

Purchasing – rewarding decreases in company spending is a task best completed by the purchasing manager.

Acquisition – after a company acquisition, upper management and executives strive to foster employee loyalty with employee recognition and appreciation.

Expansion – upper management and top executives also strive to foster employee loyalty & morale with recognition and appreciation after a company expansion.

Human Resources – the human resources manager within a company is the perfect individual to contact for rewarding and recognizing positive shifts in the corporate culture.

Operations – rewarding improved productivity typically takes place by the operations or production manager.

Product Development – the product development manager is a great contact for recognizing innovative product development.



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