

Selling High-End Awards

The Pitch

Selling high-end recognition awards requires patience and persistence. The individuals within human resources are the most important assets to a company. These are the individuals that you will be communicating with a majority of the time. They make the decisions on awards and recognition and develop and implement recognition programs. If you can help them to complete their program and provide them with an incredible customer experience, you will experience higher margins.

In order to do this, it is important to come up with a few facts for the human resources people in order to sell or even up-sell an awards program. Human resources should know that*:

- It costs over \$10,000 to recruit one employee
- It takes an average of 6 months time to replace someone with three or more years of experience
- The costs of replacing, hiring, training and bringing one key person is about 2½ times the beginning salary
- National turnover rate is 35 percent
- Retaining good employees and business partners is essential
- People are motivated when they are making a difference, and when they feel appreciated

The Ripple Effect

A recognition award is like a stone thrown into a pond – the stone produces layers of ripples out to the edges. Recognition creates a similar “ripple-effect” within a company. As a co-worker is rewarded for their hard work, they inspire another, who then inspires another, and so on.

Awards motivate people, build pride, improve productivity, increase retention, and increase performance.

Return on Investment

High-end recognition awards and trophies are worth more than just dollars and cents. The actual value can be measured in the motivation of others, productivity, and awareness. In this way, recognition actually adds to the bottom line.

*For additional research on the cost of hiring and retaining employees, visit the National Association for Employee Recognition at www.recognition.org.