

To a VP of Sales or a Sales Manager, there's only one thing that matters: making the numbers. And if their sales force is more concerned with the accuracy of commission checks, nobody's making the right numbers. **Incentive Systems** has a best-in-class incentive compensation solution – and they wanted to tell the busy (and often travelling) upper management audience. An airport banner leading the passer-by to a microsite was developed playing up on an easily recognized concern.



■ **Copy:**

There's only one thing you want on your sales rep's mind.

MAKE THE NUMBERS

Incentive Systems

Incentive Compensation Software

Imagine a sales force that's actually focused on "making the numbers!" It might sound too good to be true. Particularly if your reps spend more energy double checking commissions than earning them. Not any more.



To see the rest of this campaign or other integrated campaigns, please contact me.
