

the power of

**VISION**



# VISION

Vision-Makers specializes in developing strategic solutions that take your company to the next level. Our mission is to become your turnkey partner for all your business performance and incentive needs; thereby helping you realize success.

We focus on integrated business strategies that promote organizational growth through maximizing customer and employee performance. Through the power of incentives, we strive to create positive & measurable results.

We offer a portfolio of quality products and services, which are distinguished by integrity, innovation and differentiation through teamwork.

In today's increasingly complex marketplace, we understand that one principal stands apart from all the rest...

**RELATIONSHIPS DRIVE BUSINESS**

***VISION is the ability to see things not as they are, but as they will be.***

Vision-Makers, a leading performance incentive company, has 20 years of experience in providing corporations with insight and expertise in motivating their employees, sales force and customers. Our team of experts has over 60 years of cumulative experience in a wide variety of markets and arenas providing customized solutions that are certain to meet your objectives and further your company's overall success.

#### **CONSULTING SERVICES**

Initial client meetings give us the opportunity to listen, discover and identify your needs. The expert and experienced team at Vision-Makers will analyze your objectives, help you set realistic goals, and set in motion a program that is specifically designed to impact your company's bottom line. We concentrate on improving productivity and boosting morale with both your employees and your customers. Vision and knowledge of the evolving business world gives us the insight to provide strategies that offer dynamic solutions.

#### **DEVELOPMENT & DESIGN**

Our innovative approach to developing your Performance Incentive Program will help you to address some of the business challenges that you may be facing today. Every program is custom designed to deliver measurable results with specific goals in mind.

#### *Design Considerations:*

- ★ Increase Market Share
- ★ Stimulate Sales
- ★ Raise Productivity
- ★ Recruit New Employees and Customers
- ★ Retain Employees and Customers
- ★ Recognize Employees and Customers
- ★ Reward Employees and Customers
- ★ Educate Employees and Customers

*Vision-Makers is a cutting edge company focused on performance and incentive business solutions for companies of all sizes*



Vision-Maker's specialized financial & operational systems help in managing your bottom line by capturing financial and logistical data in one, easy-to-read format which gives you more control. The data collection, performance measurement and reporting features inherent in Vision-Maker's reward platforms facilitate the tracking and documentation of incentive and recognition activities.

#### STRATEGIC MEETING MANAGEMENT

By consolidating multi-meetings within your organization, you become more proficient in managing and controlling costs, therefore increasing your overall strategic value. For example:

- ✦ Integrating all departments through this system gives you the benefit of one comprehensive report to review all activities
- ✦ You'll know exactly how, where and when spending is occurring throughout the department
- ✦ Leveraging your purchasing power for program events is easy when you consolidate all of your data

Essentially, Vision-Makers provides all the tools you need to improve your bottom line.

#### CUSTOMER SERVICE

When implementing and executing your programs, Vision-Maker's number one priority is your employee or customer. Our team is well trained and totally committed to service and customer satisfaction. That's why, *People Are Our Business!*

We are always open to suggestions and feedback. In fact, every client, upon completion of a program, is asked to take the time to respond to our electronic survey. We believe your input is critical in improving our services.

#### CREATIVE SERVICES – “THE WOW FACTOR”

Vision-Makers has the ability to design and create collateral materials both online and in print that will support your program. These communications create excitement and provide information that is critical to a successful program for every participant.

#### AIR SERVICE DEPARTMENT – “VALUE ADDED”

Our computer systems monitor and cross check airfares continually to offer the lowest rates to our programs that are competitive with online airfares. Our 20 years of long standing relationships with the airlines and state of the art technology is an “value added” benefit to all of our group and individual travelers.

*Vision and knowledge of the evolving business world gives us the insight to provide strategies that offer solutions*

Vision-Maker's strategic portfolio of products and applications help you to reach your target audience. Your vision will come alive as your employees and customers experience the excitement, understand the value, and appreciate the flexibility and ease of these programs.

#### **PERFORMANCE INCENTIVES**

Vision-Makers offers incentives that move people. In an effort to reward performance for your company's sales force and optimize employee and customer relations, Vision-Makers offers customized, targeted programs. Our expert design and development team will help you make the best choice in travel incentive programs that produce results.

##### *Group Travel*

There are many advantages of group travel as the traditional choice to deliver incentives. Group travel programs can be very cost effective and build camaraderie between participants and management. By placing all the winners in one place, you will reinforce your company's brand and clarify your vision.

##### *Individual Travel*

For those who prefer the convenience of travel based on their own interests and schedules, individual travel is a great option. It differs from traditional group travel in that it offers flexibility and many choices. It also provides an alternative to traditional merchandise or cash. In today's competitive market, it is important to address retaining and rewarding employee and customer loyalty. For those that "go the distance" or go "above and beyond", travel certificates are an effective way to reward and recognize.

#### **OUR SERVICES INCLUDE:**

- ★ Establishing Objectives
- ★ Building the Structure and Outlining Strategies
- ★ Measuring Performance
- ★ Establishing the Budget
- ★ Selecting the Right Rewards
- ★ Administrating the Program
- ★ Promoting and Communication

*Strategic Planning Is Key*

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## PROGRAMS THAT MEET YOUR OBJECTIVES

Vision-Makers has the experience to handle all of your company's programs and meeting needs. A successful program begins with our creative team and our in-house professionals who provide expertise in the development of a well-designed program that will meet your objectives.

*Promotional Programs*

*Product Launches*

*Consumer and User Programs*

*Tradeshows*

*Dealer and Distributor Programs*

*Associations*

*Women 's Educational and Leadership Programs*

*Training and Leadership Programs*

*Sales Meetings*

*Marketing Events*

*Sporting Events and Hospitality Programs*

Strategic planning of the program is key to obtaining measurable results for all who attend. As an extension of your team, we will support you in all areas of the planning process.

- \* Program Development and Design
- \* Budget Management and Implementation
- \* Site Selection and Contract Negotiations for all Vendors
- \* Attendee Housing and Registration
- \* Coordination of Program Elements
- \* Production and Speaker Support
- \* Group or Team Building Activities
- \* Events -Creative Design and Execution
- \* Merchandise -Amenities, Giveaways, Business Awards
- \* On Site Management
- \* Technology -Online Registration and Program Web Sites

*Make Your Vision Come Alive*

At Vision-Makers, we focus on user-friendly systems that offer electronic based attendee registration, participant redemption tracking and meeting management software. Consider the many options available to you:

#### **STAR TRACKING (SIMPLIFIED TRACKING AWARDS RECOGNITION)**

Online incentive system designed to manage reward and redemption programs

*Features:* Customized home page, registration, personal account screen, performance reports, total data management

#### **WEBPLAN**

Online Attendee Registration and Management System

*Features:* Customized home page, customizable registration form, secure transactions, real time credit card authorization, accounting management, on-site functionality, email broadcasting capabilities, real time back office reports, surveys, badge printing with the option to scan bar coding

#### **COST CUTTER**

Purchasing and planning tools to handle any type of meeting, event or incentive program

*Features:* Financial and operational systems that capture logistical data provide cost controls, the ability to leverage purchasing power and budget management

#### **RESX**

Online booking for individual or group air travel

*Features:* Accessing GDS, as well as consolidator and supplier web sites, RESX simultaneously searches for air, car and hotel without requiring additional data entry – and displays results side-by-side for quick comparisons

#### **CUSTOMER MARKETING TOOLS**

We offer the following services to assist you in launching and maintaining your programs:

- ★ Web Site Development
- ★ Monthly Website Hosting for Operating Programs
- ★ Blast E-Mail Communications for Promotions and Marketing Campaigns

CUSTOMIZABLE TURNKEY SOLUTIONS...  
RIGHT OUT OF THE BOX!

## EmployeeExcite

Human Resource Professionals want to keep employee morale high, reward and recognize those employees that "go the distance" or perform "above and beyond". Executive management wants to drive productivity, reduce costs, reward and recognize their loyal employees.

Vision-Maker's EmployeeExcite programs are a "people-centric" approach to long-term profit. This means a singular focus on people and performance management.

### WHAT ARE YOUR COMPANIES CHALLENGES?

- ★ Recruit Employees
- ★ Retain Employees
- ★ Recognize Employees
- ★ Reward Employees

EmployeeExcite offers turnkey programs, that target your performance goals and objectives and yield measurable results.

### PROGRAM FEATURES

#### *Star Rewards*

Utilizing gift cards, certificates, and stored value debit cards within the program, enable your participants to personalize their choices.

#### *Star Reach Travel Club*

Participants who qualify and meet the program goals and objectives, can earn travel awards that offer a wide selection of destinations tailored to fit your company budget.

#### *Galaxy Events*

The EmployeeExcite Team will work with you to customize an event that will communicate your company vision and message.

#### *Star Merchandise Fulfillment*

A broad, innovative selection of merchandise is available through e-catalogs and printed catalogs which can be customized for plateau levels of qualification.

#### *Technology Support*

Data collection, performance measurement and reporting features are designed as an inherent component of EmployeeExcite's programs. Technology support will facilitate the tracking of incentive and recognition activities to ensure accurate results and real time report documentation.

Customizable Turnkey Solutions ... Right Out of the Box!!

*EmployeeExcite Can Do It All ...  
With Measurable Results*



PERFORMANCE  
INCENTIVES WITH  
VISION



2440 Sandy Plains Rd | Bldg 15 | Marietta, GA 30066 | Tel: 678.784.3059 | Fax: 770.578.5468

[www.vision-makers.com](http://www.vision-makers.com)

