



Dear Friend,
Thanks for taking the time to learn more about The Bill Sims Company. We really appreciate your interest! This brochure, like our video, is designed to answer most questions about incentive programs in general, as well as inform you about our products. If you have additional questions, please give us a call at (800) 690-1860.

Be sure to ask for our **free video** if you need a copy. If you have already watched our video, then call us for a **free proposal kit**. It makes your presentation to other decision makers much more effective.

Whether you've been running incentive plans for years or you're considering one for the first time, we will help you every step of the way. We pride ourselves on our excellent customer service, and we'd be honored to have you as our client.

On the surface, all incentive programs look alike. And yes, when you ask them, employees always say, "just give me the cash." But look closer, and you'll see why in the long run, cash isn't king. In fact, Goodyear found that merchandise incentives outperformed cash by 2 to 1. Recent surveys show 94% of all employees prefer a tax free gift in favor of taxable cash or gift certificates. And Toyota found that it costs \$192 to award an employee \$100 in cash or Sears Gift Certificates. **That's over \$92 lost to taxes!**

And a far more important question than the tax issue is: Did your incentive program work? Did it cut your injuries, without injury hiding? Did it boost your sales? Did it produce money saving suggestions? Are you really getting enough bang for your incentive buck? Too often, managers just shrug their shoulders when asked these questions.

We've helped companies just like yours keep their profits from going up in smoke, and add millions of dollars to their bottom line. We can show you how to design a tax-free incentive program that will produce the results you want, and we'll make program administration a breeze.

To reassure you that we can help your organization achieve its goals, please feel free to call some of our clients and ask how we have helped them.

Thanks again for your interest in our company. I look forward to working with you and your organization.

Sincerely,

Bill Sims, Jr.

President, The Bill Sims Company

The Bill Sims Company, Inc. • Columbia, SC 29210
(800) 690-1860



Bill Sims, Jr.

THE BILL SIMS COMPANY

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for more information visit us today at
www.billsims.com

ARE YOUR PROFITS GOING UP IN SMOKE?



DOES YOUR COMPANY SUFFER FROM:

- Soaring Workmans' Compensation and Vehicle Accident Costs?
- Lackluster Sales?
- Nagging Quality Problems?
- Poor Customer Service?
- Low Morale and High Turnover?
- Chronic Absenteeism?
- High Rework and Scrap Parts?

COULD YOUR EMPLOYEE'S MORALE AND PRODUCTIVITY BE IMPROVED?

COULD YOU USE A BOOST IN SALES?

NEED SOME MONEY-SAVING IDEAS?

If you answered yes to any of these questions, then some of your company's hard-earned profits are going up in smoke. Probably more than you think. With soaring Workman's Compensation and Health Insurance costs, nagging quality problems and cutthroat competition, it's tough to turn a profit today, and we all know it's not going to get any easier tomorrow.

THERE ARE TWO THINGS THAT
PEOPLE WANT MORE THAN
MONEY — RECOGNITION
AND PRAISE!

MARY KAY ASHE
FOUNDER OF MARY KAY COSMETICS

YOU NEED YOUR EMPLOYEES TO:

- Have great morale!
- Perform their jobs safely!
- Maximize sales & customer service!
- Produce excellent quality and generate bright ideas that keep you two steps ahead of your competition!

THE BILL SIMS COMPANY CAN HELP!
TO FIND OUT HOW, PLEASE KEEP READING, WATCH OUR
FREE VIDEO, OR GIVE US A CALL AT
(800) 690-1860.

THE COLD, HARD FACTS:

● ABSENTEEISM

According to the 1996 CCH Unscheduled Absence Surveys, absenteeism costs businesses millions of dollars each year. On average firms lose between \$225 & \$490 PER employee per year!

● SAFETY

According to The National Safety Council, the average cost to business:

Lost Time Injury = \$29,000

Doctor Treated Injury = \$3,000

That's for each incident! That's right, when you include all direct and indirect costs, such as supervisor time to do paperwork on an accident, and lost productivity due to absence or shutdown, or even just slowed productivity because everyone is talking about the accident, the costs really add up!

● TURNOVER

Studies show that on average it costs 1.5 times an employee's annual salary to replace them.

● BRIGHT IDEAS

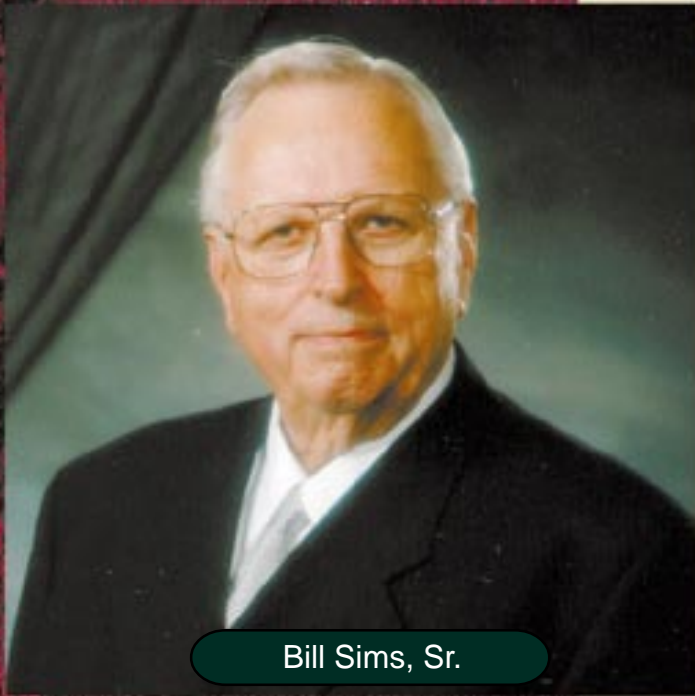
Our clients report that on average they capture a savings of \$467 per employee per year with our Bright Idea Suggestion Program



IN JUST 1 YEAR, WE CUT
ACCIDENTS BY 44%, AND PUT
\$1,000,000 ON OUR
BOTTOM-LINE.

JOHN JOHNSON,
CEO SUNBEAM BAKERIES

THE BILL SIMS COMPANY GETS RESULTS



Bill Sims, Sr.

"More than 50 years ago I began helping companies like yours increase employee performance. Today, my sons and I are proud of our commitment to unmatched customer service. We'll help you achieve the results you need, and we'll do it right the first time."

- BILL SIMS, SR.

YOU GET THE BEST EFFORT
FROM OTHERS NOT BY
LIGHTING A FIRE BENEATH
THEM, BUT BY BUILDING A
FIRE WITHIN THEM.

BOB NELSON
AUTHOR OF 1001 WAYS TO
REWARD EMPLOYEES

Since 1945 The Bill Sims Company has been helping businesses motivate their people to achieve extraordinary results. In companies with 50 employees, and in companies with 5,000. In industries from construction and manufacturing, to sales and service. We tailor our approach to fit you.

"Our job is to help you inspire your people to achieve the results that are critical to your company's success. We've designed thousands of incentive programs — we know what works."

-DAVID SIMS



David Sims

WHAT OUR CLIENTS SAY:

"The Star Buck Program helped us reduce injuries from 285 lost time accidents to only 14, without injury hiding."

-HEARTLAND FOODS

"On the last day of our program a driver damaged a new Ford Taurus he was transporting, disqualifying him for the final award in our incentive program. He drove four hours to ask me face-to-face, 'If I buy this car, will the incident count against me?' When I asked him why he would want to buy a new car just to get the final award, he said, 'I can't be the only guy in my terminal without one of those JACKETS!'"

-BIFF WILSON, MOTOR CONVOY COMPANY



"We slashed absenteeism by 60% and the Star Buck Program is the biggest factor in making that happen. After negotiating a change in our union contract the union president told me: 'We'll pay for part of our insurance, but if you try to take those Star Bucks away, we'll have to put on the boxing gloves!' I knew right then we had a winner with our Buck Program."

-KENNY SAWYER, DORSEY TRAILERS

"Your company has done a fantastic job for Cooper Smith. The Cooper Smith Buck program and your help and direction have been instrumental in helping us reduce accidents AND promote a safe working environment."

-JOHN JOHNSON, PRESIDENT & COO COOPER SMITH, INC.

"In the first nine months we boosted participation in our wellness program by 32%."

FIRST ATLANTA BANK

WE BOOSTED THE
SALES OF OUR
VERY PROFITABLE
GIFT CERTIFICATES
BY 60%.

MCDONALD'S

*"THE BILL SIMS COMPANY CAN HELP YOU ACHIEVE RESULTS LIKE THESE.
CALL US AT (800) 690-1860."*

THE BILL SIMS COMPANY LINE-UP



OUR PRODUCTS
REALLY PACK A
PUNCH!

CUSTOMIZED INCENTIVE AND
RECOGNITION PROGRAMS THAT IMPROVE
YOUR PERFORMANCE IN:

- Safety
- Quality
- Sales
- Customer Service
- Bright Idea Suggestions
- Peer-to-Peer Recognition
- Absenteeism and Employee Retention

WE'LL CREATE A SYSTEM:

That's tax-smart for your company *AND* lets your employees choose from more than 2,000 merchandise and travel awards, giving them a feeling of involvement and control. We eliminate administrative headaches *AND* make sure your customers and employees are delighted through a trouble-free "We'll-never-ask-why" return policy.

THE FIRST STEP:

An effective program starts with appropriate objectives and rules. Let us put our 50 years of experience to work for you designing criteria and guidelines that help you succeed—quickly.



WE'LL HELP YOU DESIGN A RULE AND
REWARD STRUCTURE THAT GETS
MEANINGFUL RESULTS — QUICKLY!

PROVEN TOOLS

SCRATCH-OFF STAR BUCKS

Scratch-Off Star Bucks give you a trouble-free way to reward employee performance when it occurs. Star Bucks get results because:

- They're easy to administer
- Employees love them
- They're tax-friendly

When your employees or customers meet your objectives you award them Star Buck tokens. They scratch off the silver panel to discover the token's value. Tokens can be worth 1, 5, 20, 50 or even 100 Star Bucks; and **many win an instant merchandise prize that provides immediate gratification.**

Employees use Star Bucks to earn great merchandise and travel awards from the Award of Excellence catalog. All you do is distribute the Star Bucks when they're earned—we take care of the rest.

STAR BUCK GIFT CERTIFICATES.

Want to reduce administration to an absolute minimum? Want to reward each employee with the same number of Star Bucks? Use Star Buck gift certificates!

When employees meet objectives you send us their names (via mail, e-mail or fax) and we prepare individualized gift certificates in any denomination you choose.

Employees use their certificates just like Star Buck tokens, redeeming them for awards from the Award of Excellence catalog. Unlike store gift certificates, Star Bucks are tax-free! They're a simple and classy way to reward your star performers!



" I LIKE THE STAR BUCK PROGRAM BECAUSE IT GIVES ME A CHANCE TO TELL EVERYONE THAT THEY DID SOMETHING RIGHT."

-GENERAL MOTORS SUPERVISOR



STAR BUCKS ON-LINE

Need a simple, easy way to administer your program? Try Star Bucks On-Line. Issue Star bucks in your favorite spreadsheet program and e-mail it to us. Or issue Star Bucks through a special website — we'll build it for you! We'll notify employees of the number of Star Bucks they've earned.



FREE SAFETY BINGO PROGRAMS

INSTANT WINNER STAR BUCKS

Suffering from high turnover? Need big results from a small budget? Do you need a simple way to reward and recognize people with immediate gratification. Try Instant Winner Star Bucks! Instant Winner Star Bucks award merchandise prizes instantly. Instant prizes include gifts from the Award of Excellence catalog like cooler bags, micro-FM Stereos and more. You choose the gifts and how often they're won.

SAFETY BINGO PROGRAMS

Interested in trying a Safety Bingo program? We'll show you how to develop an effective Safety Bingo program with your purchase of Tax Free Star Bucks. And unlike cash or gift certificates, your employees won't lose half of their awards to income taxes! Our new Planner's Guide helps you develop a Bingo Program without injury hiding — meeting new OSHA incentive guidelines.



NEWSLETTER-BASED INCENTIVE PROGRAMS

Use our "We-Write-It-For-You" newsletter program and your newsletters will finally get read, and get results.

Choose a topic that suits your objectives: sales; safety; quality; customer service or other topics. Invite readers to take a short quiz on the subject. Each correctly completed quiz is entered into a drawing for great prizes like our Walt Disney Dream Vacation. This effective, low-cost incentive gets more than 80% of your recipients to read the newsletter!





TAX-FREE GIFT BOOKS

TIRED OF GIFT-GIVING HASSLES? Try our Gift Book Program. Just distribute the books and we do the rest! Recipients order their gift directly from us, we ship the award directly to them. Starting at \$15, there's a book that's right for you. It's easy, it's simple, and it's a great way to say "Thanks" to your employees and customers.

YOU WOULDN'T BELIEVE THE SMILES WHEN WE STARTED HANDING OUT STAR BUCKS. WE TOOK PICTURES, PEOPLE WERE HOLDING UP THEIR BUCKS AND GRINNING FROM EAR TO EAR! I CAN'T WAIT TO KICK OFF THE PROGRAM NEXT WEEK WITH OUR SECOND SHIFT!

JOHN SNIDER
NOBEL SYSCO FOODS.

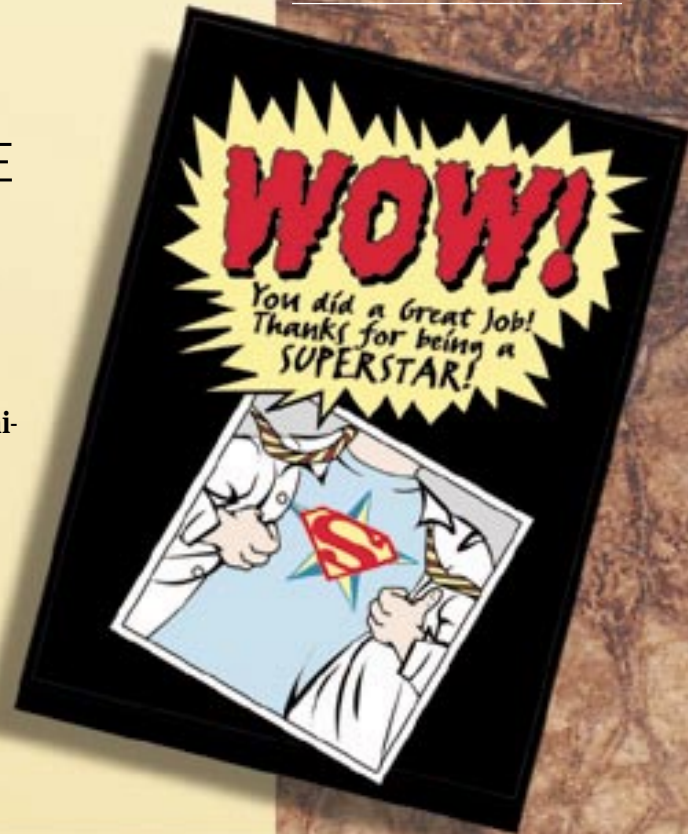
SERVICE AWARD AND EMPLOYEE RECOGNITION PROGRAMS

WANT TO DO A BETTER JOB OF RECOGNIZING YOUR COMPANY'S STAR PERFORMERS?

Whether you want to recognize years of service, safety performance, or "going the extra mile," our custom employee recognition programs will do it all for you.

For peer to peer recognition, try our WOW! Program!

Developed in conjunction with experts who designed AT&T's recognition program for 34,000 employees, WOW! includes everything you need to boost morale, reduce turnover, and provide the recognition your employees need and deserve.



DISNEY DREAM VACATIONS

Give your employees the magic of Disney with our FREE 3 night Disney Dream Vacation at Walt Disney World in Orlando, Florida. This \$3,000 value is free to you when your program budget reaches \$10,000. Each Disney Dream Vacation gives two adults Deluxe Disney Hotel accommodations for three nights, limousine service to and from the airport, and theme park tickets. It's the trip of a lifetime, and it's sure to get your troops fired up!

FREE EMPLOYEE SURVEYS

Do you really know what your employees are thinking? Find out with our employee survey, free with every program we offer. This dynamic tool allows you to quantify the feelings of your employees to help you make important business decisions and measure the effects of your incentive program. Call us at 1-800-690-1860.

OUR AWARDS

We're proud to offer you a vast selection of high quality products from every category of interest. If you haven't already looked through our Award of Excellence Catalog, please take a look for yourself at the great selection of gifts that your program participants can choose from.



THE AWARD OF EXCELLENCE CATALOG

Our premiere gift catalog is filled with hundreds of exceptional products. All the items on each page can be redeemed for a certain number of Star Bucks, starting as low as 14 Star Bucks and moving on up to items valued at 1000 Star Bucks or more. This way, employees can save up their Star Bucks for that big gift they have always dreamed of. This catalog has something for everyone. Take a look for yourself!



VIEW OVER 1000 MORE GIFTS ON-LINE

Need more choices? Check out more awards from Lladro, Mont Blanc, RCA, and other top quality, name brands in our on-line catalog at www.incentivesonline.com.

Or, ask for a free copy and install it on your PC!

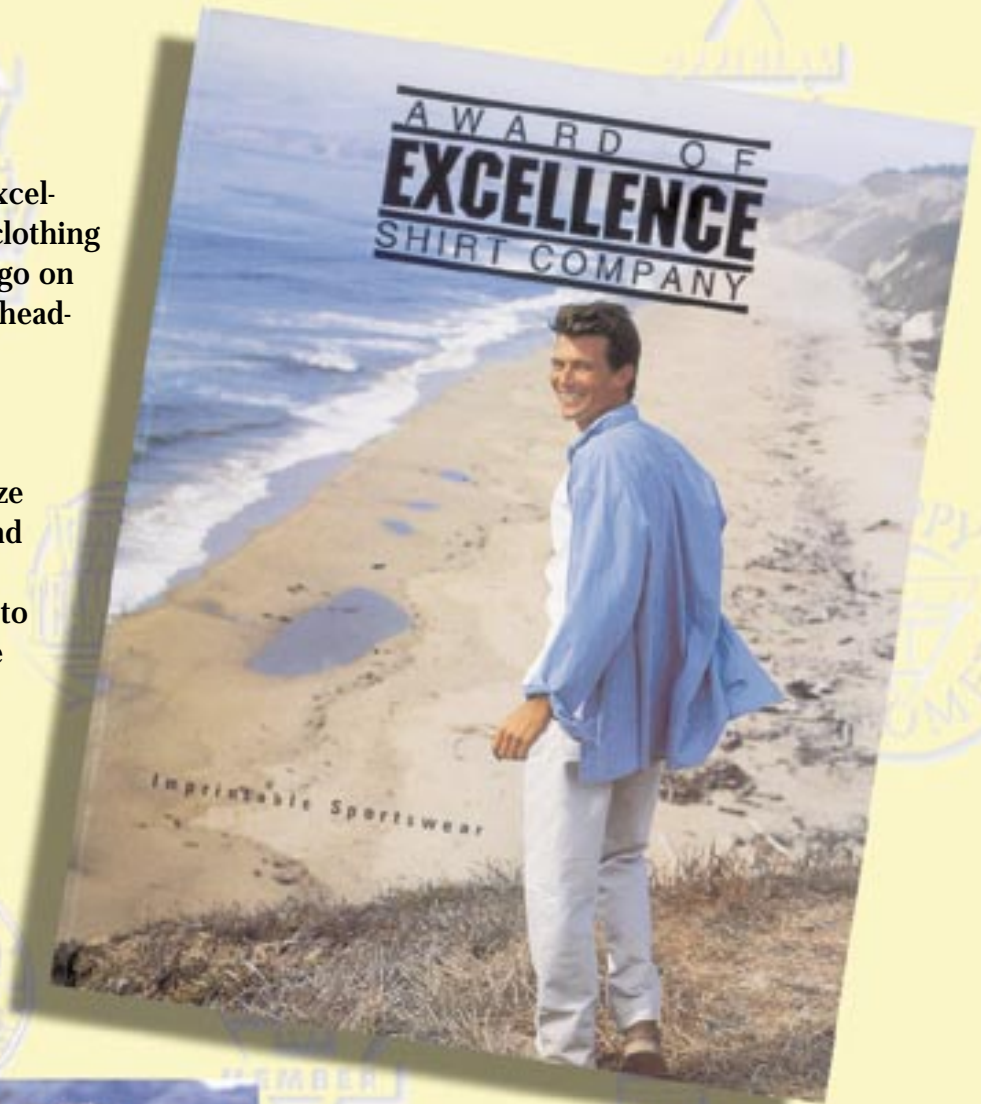


FASHION CLOTHING CATALOG

Be sure you check out our Award of Excellence Fashion Catalog, with over 500 clothing items, and if you want, all with your logo on them! And no minimum orders, sizing headaches, or inventory hassles!

ADD YOUR LOGO

For a nominal setup fee, we'll customize gift items with your company name and logo on them. This professional touch builds loyalty and adds "Trophy-Value" to your gift selections. You can customize clothing, like hats, shirts, jackets or dozens of other items. There are no minimum orders, even on customized



items, so you don't have inventory hassles or sizing headaches. It's that easy. Your clients and employees will be proud to wear and display the quality gifts they earn with your company's logo on them. For more information on customized gifts, check out our website at billsims.com or give us a call today.

IRON CLAD WARRANTY

1) DOUBLE THE MANUFACTURERS WARRANTY:

We double every product's warranty from the manufacturer. So if SONY warranties an item for 1 year, we'll cover it for 2!

2) "WE'LL-NEVER-ASK-WHY" QUALITY GUARANTEE:

If for any reason (we'll never ask why) a customer is not happy with a gift they have received, we will pick it up, (at our expense) and we'll replace it with a gift of their choice. Satisfaction is guaranteed.

PROGRAM AWARENESS TOOLS

"WE-WRITE-IT-FOR-YOU" NEWSLETTERS

You choose the topic of your newsletter: Safety, Quality, Attendance, or many others.

Add your logo here.

We'll supply you with an on-the-job article that matches your particular topics, custom write one to fit your needs, or you can provide your own article.



We'll provide an off-the-job article that will focus on wellness, drug abuse, quality, safety, and other topics.

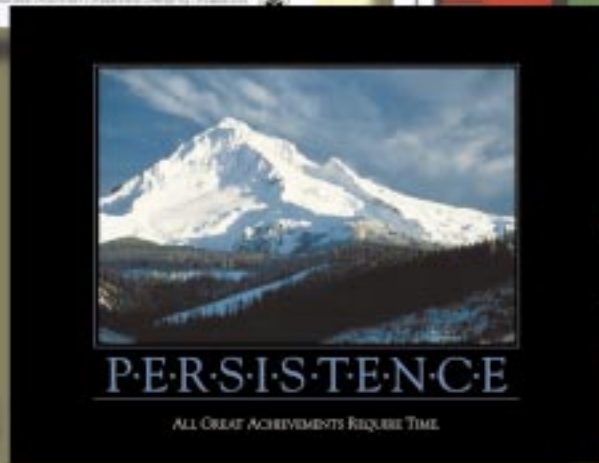
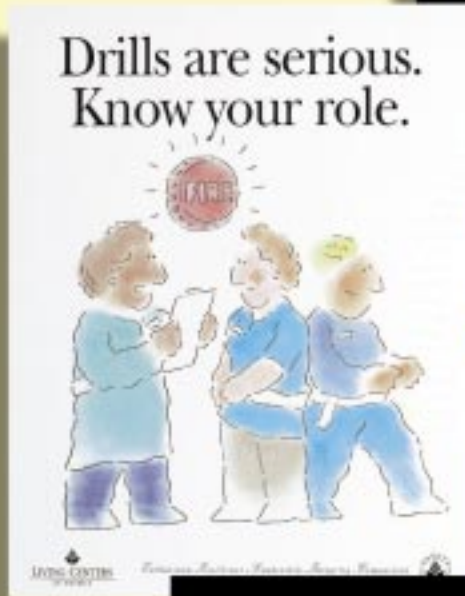
The mini-quiz section allows your employees to earn prizes by reading the newsletter, answering some basic questions that pertain to what was read, and turn them in to be entered in a prize drawing. For safety, this section provides excellent documentation for OSHA and audits, and verifies your training program.

Even the best company initiatives won't do any good if no one knows about them. Everyone knows how effective newsletters can be, but who has the time to do them right? Let us do it for you! You choose the topics you need the most from subjects like Quality, Customer Service, or almost any company objective. You can even choose specific Safety topics like Haz-Com, Slip & Falls, and Back Safety. We'll create a newsletter that people really read! Once they complete the mini-quiz at the end of the newsletter and turn it in, they can win hundreds of prizes, even a Disney Dream Vacation! Best of all, this awareness tool is FREE with your qualifying Star Buck Incentive Program. If you are on a limited budget, you may want to use our newsletters as a stand-alone motivation and communications tool. Give us a call for pricing today!

POSTERS, POSTERS, POSTERS!

A great way to keep your company's objectives fresh in everyone's mind is with our custom workplace posters. We can even customize our posters to include your company's logo and they are available for any desired topic and in any language.

For even more attention-getting awareness, try our talking posters. Every time an employee approaches one of these full color posters, they will hear your own pre-recorded audio message. You can change the message any time you want to keep it fresh. We also offer All-Stars Talking Figures, that will really make your message sing. These lifesize talking figures will make your message fun and memorable.



AWARENESS GIFTS

For a big impact, kickoff your program with custom awareness gifts.

Customized gifts with your slogan and logo will surround your employees or customers with your message 24 hours a day for years to come. We have a huge selection of gifts for you to choose from.



BRIGHT IDEA SUGGESTION PROGRAM

" BEFORE WE STARTED USING THE STAR BUCK PROGRAM, OUR 1000 EMPLOYEES ONLY CAME UP WITH THREE QUALITY IMPROVEMENT SUGGESTIONS IN 1989. IN 1990, AFTER USING THE STAR BUCK PROGRAM FOR ONLY NINE MONTHS, WE RECEIVED OVER 130 NEW IDEAS! JUST ONE OF THE IDEAS PAID FOR OUR PROGRAM TENFOLD!"
SOUTH CAROLINA ELECTRIC & GAS

" THE BUCK PROGRAM IS CRANKING OUT GOOD IDEAS IN KENTUCKY, AND SAVED JOHNSON CONTROLS OVER \$304,000."
THE WALL STREET JOURNAL

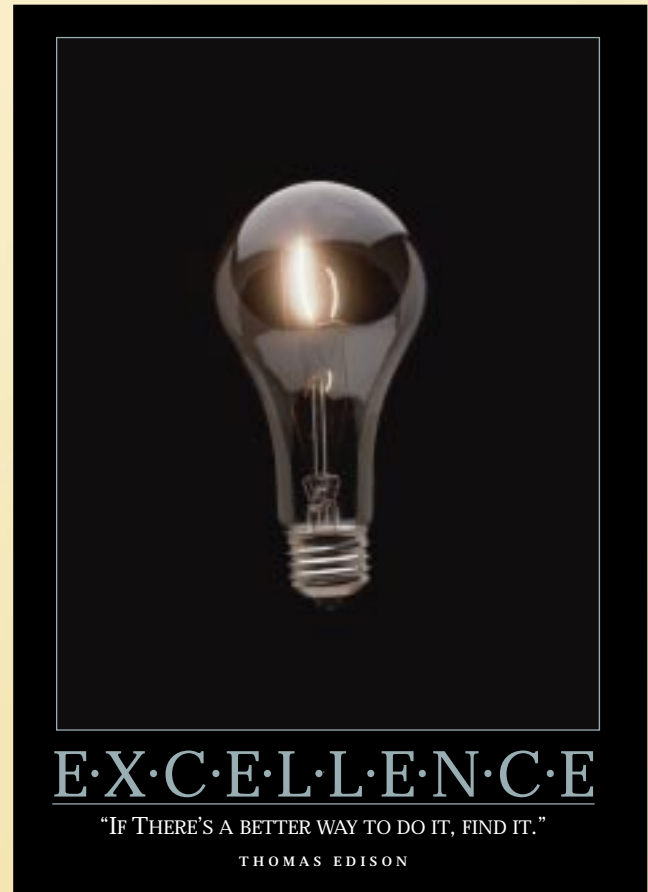
" FLORIDA POWER REPORTS AN INVESTMENT OF \$5,000 IN STAR BUCKS, AND OVER \$100,000 IN SAVINGS."
THE TAMPA TRIBUNE

" JUST FOUR MONTHS AFTER WE IMPLEMENTED THE NEW INCENTIVE PROGRAM, THE ALARA GROUP HAS RECEIVED 52 VALID ALARA SUGGESTIONS. THIS IS AN OVERWHELMING RESPONSE CONSIDERING THAT WE ONLY RECEIVED 15 LAST YEAR, AND ONLY 4 THE YEAR BEFORE! WE'RE GRATEFUL FOR YOUR SUPPORT. THANKS AGAIN FOR SUCH AN INNOVATIVE PROMOTION."
CAROLINA POWER & LIGHT

The Bill Sims Company (800) 690-1860

COULD YOUR COMPANY USE MORE:

- Cost-saving suggestions?
- Quality & Safety improvement ideas?
- Waste reduction plans?
- Sales promotion ideas?



OF COURSE YOU COULD!

Every company needs profit generating ideas. And the best place to get them is from your employees. Our Bright Idea Suggestion Program will inspire your people to come up with money saving and sales increasing ideas that you can really use. Just one idea could put that much needed profit back on your bottom-line. Let the Bill Sims Company help your company generate those profit generating bright ideas. Give us a call today!

SAFETY WORKS TRAINING SYSTEM

Of course you want your employees to work safely. And you want to avoid costly fines and penalties from OSHA. But, who has time to develop new training programs that will really keep your employees safe, not to mention satisfy OSHA requirements? We do! Try our Safety Works Safety Training System. This turnkey program builds safety awareness, provides excellent training, fully complies with OSHA training requirements, and we'll customize it to meet your training objectives.

SAFETY WORKS INCLUDES:

- Custom, high quality training video (topics include all OSHA required areas like MSDS, lockout-tagout, bloodborne pathogens, and more)
- Supervisor's lesson plan
- Monthly poster
- Employee quiz to document training for OSHA
- Optional prizes to reward knowledge gains
- Safety Works newsletter mailed to homes to echo the on-the-job message and expand into off the job safety



CUSTOM PROGRAMS

As you can see, we have a lot of tools to keep your company's profits from going up in smoke. Hopefully, you've seen some of our success stories and heard the great results that we have produced for our clients. But, you may be wondering how these programs will fit your culture. All of our products and services are easily customized to fit your specific needs. You may want just a few awareness gifts for a onetime program, or just our WOW! peer to peer recognition system, or perhaps you need a full-fledged incentive program complete with kickoff gifts, posters, newsletters, training programs, and customized prizes with your company's logo on them. On the other hand, you may not be sure what you need. In any case, let our experts help you develop a custom program just for you. And please remember, we'll work with any budget! To get started analyzing your company's needs, just give us a call at (800) 690-1860.

" THANKS TO YOUR PROGRAM, OUR LOST TIME INJURIES HAVE DROPPED ALMOST 70% OVER LAST YEAR."

MAJOR CHEMICALS
MANUFACTURER

" THE PROGRAM HAS BEEN A REAL HIT! I HAVE PEOPLE STANDING IN LINE EACH MORNING TO SEE OUR SCORES.... I WOULD NEVER HAVE BELIEVED YOUR PROGRAM WOULD HAVE GENERATED SO MUCH SUCCESS!"

DAN KINGSLEY

www.billsims.com

FREQUENTLY ASKED QUESTIONS

ISN'T A PAYCHECK ENOUGH?

Well, not if you want the kind of performance and loyalty that it takes to excel in today's competitive business environment. "Doing more, with less" is a way of life in business today. According to every major employee survey for the last 50 years, the number 1 factor in job satisfaction is not money. It's recognition and appreciation. Money ranks 6th. But most managers don't know how to systematically recognize and reward positive behaviors among their employees. In addition, lack of recognition is the number 1 reason good employees leave their jobs. What does it cost you to replace a valuable employee? One and a half times their annual salary! Consider: almost every top executive in every industry receives a major portion of their income from bonuses or rewards. Why not do the same for all your associates? Your employees will perform better and stay longer with an effective incentive and recognition program. It's human nature, and smart business.

DO SAFETY INCENTIVES CAUSE INJURY HIDING?

Poorly designed programs do, but we've trademarked a process that avoids that. We'll design a program for you with rules that are carefully designed to ensure injury reduction **without injury hiding**. If you're worried about injury hiding and would like to hear more, just give us a call.

CAN'T WE DO THIS CHEAPER OURSELVES?

Many people think that all you have to do is buy a few gifts and give them away. Other people think that they can save money by buying cheaper gifts. Unfortunately, some people considering incentive plans get hung-up on gifts and pricing. Of course, giving quality gifts while paying reasonable prices is very important, but the bigger issue is, does the program work? An incentive program could be free, but if it doesn't cut accidents, boost sales, or produce money-saving ideas, then it is a failure.

We provide you with more than 50 years of experience that will help you develop the programs you need to show meaningful results. With our turnkey programs, you won't waste valuable time or money trying to reinvent the incentive wheel. Add up the costs of paying income taxes, buying Disney Dream Vacations, buying merchandise, warehousing it, printing catalogs and scratch-off tickets,

taking orders and handling defective gift returns and all the other benefits we provide and you'll agree that Star Bucks gives you more bang for your buck!

It's easy to see how quickly poor employee performance can burn up profits. With a little more analysis, you can see how improved employee performance can add big bucks to your bottom-line. Just give us a call and we'll be happy to help you cost-justify your program. Most of our clients spend between \$25 and \$100 per employee (\$75 is the average) as their annual incentive program budget. Remember, our customers report 5 dollars in savings for every dollar they invest with us. Whatever your major goals are, we can help you determine the best program to achieve success. Best of all, we can work with any budget.

HOW DO WE COST JUSTIFY INCENTIVE PROGRAMS & HOW MUCH SHOULD WE INVEST?

In a word, NO! Sure, if you take the unscientific approach and ask employees if they'd rather receive cash or gifts as incentives, they'll say, "Oh, I'll take the cash." However, if you simply point out that they'll lose 40% of the cash to taxes, while a gift can be tax-free, most employees will choose the tax-free gift instead of cash. Try our employee survey shown below. Just hand out copies to a few employees. Remember, you have to pay FICA, Social Security, and more taxes on cash and store gift certificates. A plant in South Carolina found that of their \$20,000 cash incentive budget, only \$11,000 actually went to the employees, while \$9,000 was wasted on taxes!

ISN'T CASH KING?

Even more important, cash incentives are simply not as effective as merchandise and travel. Goodyear recently tested a promotion with half of their 900 dealers on a cash incentive, and the other half had merchandise as their incentive. The merchandise program was twice as effective as the cash. Cash is quickly spent on groceries or household bills, and soon forgotten.



THE BILL SIMS COMPANY WILL SHOW YOU HOW TO SETUP A TAX-SMART INCENTIVE PROGRAM THAT WILL REALLY PRODUCE RESULTS.

EMPLOYEE SURVEY

Our company is considering an incentive plan. Please answer the following questions to help us develop a program:

1. Would you rather have one large prize that only one person wins, or would you rather have many smaller prizes so that everyone who accomplishes our goals earns something?
 One Large Prize Many prizes
2. Would you rather pick your own gift from a catalog, or receive a gift that someone else picks for you?
 You pick the gifts Someone else picks
3. Which of the following you rather receive:
 \$10 cash or Store Gift Certificate award (you lose \$4 to taxes)
 \$10 gift from a catalog that is tax free, and automatically enters you into a drawing for a FREE trip to Walt Disney World.