

# HR TECH Outlook

ISSN 2644-2477

HRTECHOUTLOOK.COM

## EMPLOYEE RECOGNITION EDITION



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**HR TECH OUTLOOK**





## Creating High-Performing Sales Cultures through Curated Incentive Travel Experiences

**T**houghtful words of acknowledgment are great morale boosters. When these words are accompanied by bonuses, travel incentives, and recognition awards, the message becomes loud and clear, “We’re committed to valuing the outstanding contributions of our team members!”

Ascent Performance Group’s incentive travel offers personify this message. Ascent’s 20-year expertise lies in designing and executing highly engaging travel-focused reward programs for an organization’s top performers, VIP customers, and most important revenue partners.

Designing and delivering a successful group incentive travel program is easier said than done. With Ascent’s experience, knowledge, and vendor relations, each client’s incentive travel experience is carefully designed to maximize impact and deliver organization-specific results. Ascent’s extensive network of supplier relationships worldwide allows them to curate incentive travel experiences that meaningfully reward employees’ key achievements and motivate performance company wide.

“The success of any incentive travel program campaign depends on its seamless execution, that’s a given,” says Scott Andrews, founder and president of Ascent Performance Group. “Then the challenge becomes how to best leverage our clients’ incentive travel program investment to deliver maximum results to the organization. That’s where we excel.”

At the heart of Ascent’s service offer is “The President’s Club.” This classic results-focused approach involves the

design of a sales incentive campaign that rewards and recognizes top salespeople for reaching outstanding sales milestones. It’s a powerful strategy that reliably creates a high-performing sales culture. Incentive travel campaigns effectively motivate exemplary sales achievement and reward the hard work of top performing sales professionals and sales teams.



Scott Andrews,  
Founder and President


While the classic “President’s Club” sales-driven approach is singularly results-focused, more organizations are adopting a leadership-focused approach that is more process oriented. This nuanced approach is designed to highlight outstanding leadership qualities throughout the organization. A company-wide approach offers all employees the opportunity for special recognition. Every individual nominated through this program exemplifies the highest ideals of leadership for the organization.

All Ascent client collaborations begin with outlining the key elements of an organization’s core values, goals, and budget. Ascent’s organizational development experts study their client’s employee audience to craft a reward program that effectively engages and

motivates the target group. The team then ties qualifying criteria to clients’ business objectives and launches a marketing campaign that promotes the travel opportunity, tracks the progress of the target audience during the qualifying period, and celebrates the success of top performers to the entire organization. Travel program qualifiers return to their jobs, motivated, appreciated, and full of gratitude and praise for the organization’s commitment to recognizing excellence and rewarding outstanding performance.

**Ascent’s travel incentives create lasting memories that deepens company loyalty and lead to high returns on human capital investment**

For over 20 years, a wide variety of clients have turned to Ascent Performance Group for help creating and delivering effective group incentive travel programs and all-employee events. With the help of Ascent’s reward travel experts and event professionals, many client organizations bring to life cherished travel experiences and memorable events. The hallmark of these experiences are highly engaged and motivated employees who are aligned leadership’s priorities and motivated to continue to deliver outstanding company results.

Whether results-focused and designed exclusively for frontline salespeople, or more process-focused to include all company employees, an Ascent Performance Group designed travel-based recognition and reward program reliably creates a highly engaged and productive company culture. 



*The annual listing of 10 companies that are at the forefront of providing Employee Recognition services and impacting businesses*