

A close-up photograph of a man with dark hair, wearing a blue baseball cap and a blue button-down shirt over a plaid shirt. He is looking down at a blue clipboard he is holding, with a pen in his right hand. The background is blurred, showing an indoor setting with a white wall and a blue object.

ON TREND. ON TIME. ON BUDGET.™

Gemline®

MOTIVATION AND PRODUCTIVITY IMPROVEMENT PROGRAM

Field Sales & Service Professionals

GEMLINE.COM : THE ONLY PLACE TO FIND EVERYTHING WE MAKE.™



Field Sales & Service Professionals

THE POWER OF PROMOTIONAL PRODUCTS

This proven program was designed to increase motivation, productivity and engagement of field sales and service professionals. Research shows that focusing on these three areas is critical to reaching field productivity goals. The promotional products chosen for this program were selected to motivate and enable employees to be more efficient throughout the work day.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more

Promotional products can play a key part in your comprehensive employee productivity program with a core focus on the following:

- Improving motivation and productivity through engagement
- Increasing sales revenue

Stats provided by PPAI



IMPROVED PRODUCTIVITY

A typical organization spends
\$24k per person on improving productivity.
**Salesforce*



REVENUE TARGETS

79% of companies say improving
productivity of sales reps is the
#1 driver of hitting revenue targets.
**Salesforce*



EMPLOYEE TURNOVER

Sales is a notoriously high-turnover field,
through engagement, 51% are
less likely to leave an organization.
**Gallup*

It is challenging to keep outside sales and service employees motivated and engaged. Studies show that employee engagement scores are often lowest among field sales and service employees, which leads to high turnover in roles where turnover is most expensive and directly impacts the customer experience.

Company culture and field sales culture rarely align. Many of the initiatives designed to bolster company culture and employee engagement simply don't apply to field sales employees.



Research shows that engaged employees are more productive, resulting in a more profitable organization and improved customer experience. We have identified ways to increase field sales and service employees productivity through the use of promotional products that engage and motivate.

We looked at the daily activity of field staff to identify ways to ease stress, improve efficiencies and keep them motivated throughout the day with the use of promotional products. As they navigate their day, field sales and service workers need to stay organized, energized and nourished as they are often running from one customer visit to the next.

In addition, we've found that the way the field staff conducts their daily business relies heavily on the use of technology. Therefore, the use of tablets and smartphones has become critical for managing schedules, customer presentations and maintaining accurate documentation.

For these reasons, we recommended an assortment of travel organizers, business bags, drinkware and coolers to help manage an often busy and stressful day in the field.

Another way to motivate field staff is through engaging them in friendly competition. A structured competition has been proven to increase performance numbers and morale for everyone in the field. It also lets the external employees feel more connected to the organization. As a motivational tool we created a sales incentive program with a tiered product reward offering that included the following products: high-end electronics, travel, health and wellness and business bags.

RESULTS

The comprehensive program was executed over a one-year period to keep employees happy, engaged and focused on meeting their performance goals. The program was a great success as 63% of sales and service employees exceeded their performance goals. In addition, the company's annual employee engagement survey showed significant improvement from the prior year.

FIELD SALES AND SERVICE PROFESSIONALS: MOTIVATION AND PRODUCTIVITY IMPROVEMENT PROGRAM

EFFICIENCY KIT

Stay Organized



#6418

Stay Hydrated



#80015

Stay Nourished



#9048

ENGAGEMENT KIT:

Stay Healthy



#70370

Stay Focused



#3976

Stay Connected



#70239

New

Life In Motion™ Compact Cargo Box

AS LOW AS \$6.98R
MINIMUM 50

- 8680**
Black
- 8681**
Royal Blue
- 8682**
Red
- 8683**
Apple Green



LIFE IN
MOTION
BRINGING YOU BACK TO THE WAY YOU SHOULD LIVE

Life In Motion™ Primary Cargo Box

AS LOW AS \$9.98R
MINIMUM 50

- 8639**
Santa Fe Red
- 8641**
Black
- 8643**
Royal Blue



LIFE IN
MOTION
BRINGING YOU BACK TO THE WAY YOU SHOULD LIVE

New Color Added

Everyday Carry Caddy

AS LOW AS \$12.98R
MINIMUM 25

- 3905**
Black
- 3906**
Royal Blue & Black



Prime Utility Tote

AS LOW AS \$14.98R
MINIMUM 25

- 1590**
Black



New

Deluxe Carry Caddy

AS LOW AS \$19.98R
MINIMUM 25

- 3798**
Black
- 3799**
Royal Blue & Black



New

Athena Travel Tumbler - 16 oz.

AS LOW AS **\$6.98R**
MINIMUM 50

				
60110 Black	60111 Seattle Grey	60112 Royal Blue	60113 Apple Green	60114 Red
				
60115 Purple	60116 Solar Orange	60117 Mailbu Blue	60118 Pink Raspberry	60119 Electric Lemon





Every
color tells
a story.

New

Aviana Luna Double Wall Stainless Bottle - 20 oz.

AS LOW AS **\$19.98R**
MINIMUM 25

		
15025 Charcoal	15026 Royal Blue	15027 Aqua



AVIANA

bobble insulate - 15 oz.

AS LOW AS **\$24.98S**
MINIMUM 12

			
50250 Polar	50251 Peacock	50252 Sangria	50253 Stainless Steel
			
50254 Mint	50255 Metallic Silver	50256 Metallic Black	50257 Metallic Copper



bobble
make water better.

New Color Added

Thermos® Sipp™ Travel Tumbler - 16 oz.

AS LOW AS **\$27.98S**
MINIMUM 24

			
80030 Matte Black	80031 Midnight Blue	80032 Cranberry	80033 Stainless Steel



GENUINE
THERMOS.
BRAND

Thermos® Sipp™ Travel Tumbler - 16 oz.

AS LOW AS **\$29.98S**
MINIMUM 12


80005 Stainless Steel



GENUINE
THERMOS.
BRAND

Thirst Flip-Top Tritan Water Bottle - 20 oz.

AS LOW AS **\$5.98R**
MINIMUM 50



Refresh Tritan Sport Bottle - 22 oz.

AS LOW AS **\$8.98R**
MINIMUM 50



Thermos® Hydration Bottle - 24 oz.

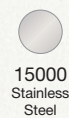
AS LOW AS **\$13.98S**
MINIMUM 12



GENUINE
THERMOS.
BRAND

New Aviana Midas Double Wall Stainless Tumbler - 24 oz.

AS LOW AS **\$24.98R**
MINIMUM 25



AVIANA



New Thermos® Stainless Steel Sport Bottle with Covered Straw - 18 oz.

AS LOW AS **\$26.98S**
MINIMUM 12



GENUINE
THERMOS.
BRAND



New

Vector Messenger Bag



2138
Black



2139
Royal
Blue

AS LOW AS **\$7.98R**
MINIMUM 50

Rangeley Deluxe Computer Backpack

AS LOW AS **\$19.98R**
MINIMUM 25



5540
Black



5541
Red



Ryder Computer Backpack

AS LOW AS **\$24.98R**
MINIMUM 25



5121
Black

New

Moleskine Evernote Notebook

AS LOW AS **\$29.98S**
MINIMUM 12



40040
Black



MOLESKINE®





Brookstone®
Surge Power
Bank - 2200 mAh

AS LOW AS \$9.98S
MINIMUM 50



70275
Black



70276
White

Brookstone®



Brookstone®
Boost Power Bank
4000 mAh

AS LOW AS \$29.98S
MINIMUM 25



70295
Black



70296
White

Brookstone®



New
Speck®
iPhone 7/6/6S
CandyShell Case

AS LOW AS \$34.98S
MINIMUM 12



31008
Black



31009
White

(*) speck



New
Travis & Wells Transit
Computer Portfolio

AS LOW AS \$44.98R
MINIMUM 12



6418
Black



TW



New
Samsonite
Road Warrior
Computer
Backpack

AS LOW AS \$79.98S
MINIMUM 6



95074
Black

TAURUS GROUP



Add inspirational
messaging!

Samsonite

New

Charlie Cotton Tote

AS LOW AS **\$14.98R**
MINIMUM 25



1576
Black



1577
Dune

*New*

Charlie Cotton Weekender

AS LOW AS **\$24.98R**
MINIMUM 25



4285
Black



4286
Dune



Presse by bobble®



50110
Stainless
Steel



50111
White

AS LOW AS **\$34.98S**
MINIMUM 12

bobble
make water better.

Igloo® Diesel Deluxe Cooler



9048
Gunmetal

AS LOW AS **\$29.98S**
MINIMUM 12

*New*

Electra Bluetooth® Headphones

AS LOW AS **\$49.98R**
MINIMUM 12



3976
Black &
Brushed
Silver

*New*

Brookstone® Etch Bluetooth® Speaker

AS LOW AS **\$39.98S**
MINIMUM 12



70266
Black



70267
White



Brookstone®

GlobalSolutions™»

Your Source for Direct Import & Custom Products.

World-class service & design.

- Save up to 30% or more off of standard catalog prices by ordering overseas.
- Take an existing Gemline product and modify it to meet your specific needs.
- Work directly with our team of designers to develop completely custom products to truly WOW your customers.

Completely Custom Product



Interior features organizational pockets for laptop, clothes and more!

Insulated compartment



GEMLINE.COM

THE ONLY PLACE TO FIND EVERYTHING WE MAKE.™

View our website for our complete product offering, product details, pricing and up-to-date item inventory. At Gemline, we are committed to providing you with new products EVEN FASTER. Check out our website for fresh styles and new product launches throughout the year!