

# INCENTIVES

## WICKES | LEAD THE WAY



### CHALLENGE

"Wickes approached FMI to produce and deliver a successful management incentive programme. They wanted to improve upon the previous year's activities which had not delivered the desired results and feedback anticipated. This was partly due to poor communication and partly to the difficulty in measuring the diverse nature of the stores during a time of expansion."

*Jackie Bass, Programmes Director*

### OUTCOME

- The top divisional store manager, deputy managers and their partners will join the winners from the other two divisions, and the top national regional controller, on a hosted VIP trip to Miami in June 2012
- This LEAD THE WAY management incentive was communicated to stores via a dedicated website that contained all information related to the sales targets and performance, along with further information about the terrific prizes up for grabs. A printed brochure was also produced
- For the second-placed store management teams the prize was their choice of a VIP European holiday and third place prize was their choice of a VIP UK holiday or a UK experience
- During each incentive period stores could also win money for the store social fund and participate in tactical activities such as a Murder Mystery evening for the top performing 'lead takers' on kitchens and bathrooms
- Once in Miami, the managers' club 4-day itinerary included cocktails at Hotel Victor, a trip to the Everglades for an airboat ride and the chance to see a Florida alligator, dinner downtown at the famous Red Steakhouse, shopping at Sawgrass Mills, Florida's biggest shopping mall and much more...

### IMPACT

Feedback from stores is that the incentive has been very well executed and articulated. They are all clear and aware of exactly what they have to do to win their place on the travel reward to Miami, and can track each week how close they are to the top of the leader-board for achieving their targets.

# Wickes

*It's got our name on it.*



**INCENTIVES  
WICKES  
SALES  
044**



**MIAMI**  
*Florida*

**Wickes**  
It's got you coming on it!

**Lead the Way**  
Management Incentive  
2011-2012

**PRIZES INCLUDE..**  
1st Prize: Wickes shopping spree in MI  
2nd Prize: Individual European tour  
3rd Prize: A choice of an individual UK or a UK experience!

**MIAMI Florida**

**Lead the Way**  
Management Incentive

**MIAMI Florida**

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