



2024



Train employees, excite the team, sell more food & beverage souvenirs, and increase revenue!

CREW
INCENTIVE
PROGRAM
IDEAS

STEP BY STEP

Elements for successful crew program execution



1. DEFINE THE PROGRAM

LEADERSHIP ESTABLISHES GOALS/OBJECTIVES

Per-cap Revenue, Bottles per Stand, etc.



Products, Program Dates(100 Days of Summer), Responsible Parties



Establish goals for company, teams & individuals

DETERMINE BUDGET & REWARDS



Build a plan to fund the program



Choose rewards that will motivate the team



Decide on rewards schedule: instant, weekly, monthly and/or season-long

2. EDUCATE THE TEAM



CONVEY THE IMPORTANCE OF THE PROGRAM



Share goals/objectives, rewards, & reward schedules



Inspire team to want the program to succeed

TRAIN TEAM ON BOTTLE UPSELL TACTICS



Value: It's all about the deal



Ask every guest if they'd like to buy a bottle

STEP BY STEP

Elements for successful crew program execution



3. TRACK AND COMMUNICATE PROGRESS



*Suggestion:
Have secret shoppers
visit stands & report
on experience*

**CONSTANTLY
REINFORCE PROGRAM**



Weekly Meetings



Publish updates
in sales rooms

4. RECOGNIZE AND REWARD



**PRAISE TEAM FOR THEIR
HARD WORK**



Make handing out
rewards a special event

5. REVIEW FINAL PROGRAM RESULTS



**DID THE PROGRAM MEET
THE
GOALS/OBJECTIVES**



Emphasize the positive



Identify key learnings
for improvement



CREW INCENTIVE PROGRAM



Goals

ESTABLISH PROGRAM GOALS/OBJECTIVES



Food & Beverage leadership should review bottle sales for previous three years to determine year-over-year average growth in the number of bottles sold to establish a baseline.

Set goals for your Crew Incentive Program that are realistic, achievable and work toward category objectives for the season:

- Increase per-cap revenue by ___ %
- Increase bottles sold per stand by ___ %/#
- Increase total bottles sold by ___#

- Define program duration(s): Season-long, focused months/weeks, specific events, etc...
- Establish clear goals for all foodservice, stand teams & individuals

CONVEY IMPORTANCE OF PROGRAM

Crew Programs aren't successful without employee buy in & participation. Be sure to share the goals/objectives up front, with clear expectations for the team. Outline the rewards & reward schedule for additional motivation.

DID THE PROGRAM MEET THE GOAL/OBJECTIVES

Thoroughly review the program mid-season to confirm expectations & end of season to summarize how it worked.

- Emphasize the positive
- Identify key learnings for improvement
- Begin building your plan for next season



DETERMINE BUDGET

Building a clear and solid plan to fund your Crew Incentive program ensures you have enough of a budget to pay for the rewards.

Be flexible - There is no way to 100% predict the results of a new Crew Program. Be prepared to re-evaluate at different points throughout the season to ensure you set aside enough to cover all prizes.



FUNDING OPTIONS

- Take \$.25 from the sale of each bottle
 - Increase bottle cost to customers
- % of bottle sales
 - Plan your % based on previous year bottle sales and your budget
- Flat Budget
 - Start with a dollar amount that you commit to prizes

Make sure you check with your Accounting Department on the State & Local tax laws for maximum dollar amount of gifts/prizes you can give without tax having to be paid (for both the total amount of your budget & individual prizes).

CONSTANTLY REINFORCE THE PROGRAM

Keep the program goals/objectives and progress visible to employees on a daily basis in stands & break rooms.

Review progress at weekly meetings and publish updates. Consider an online employee portal, email or paycheck insert.



TRACKING SPREADSHEET EXAMPLE

Park Name:				Units Sold - By Week										
First Name	Last Name	Product	Day of the Week	1	2	3	4	5	6	7	8	9	10	Total
John	Smith			0	0	0	0	0	0	0	0	0	0	0
			Sunday											0
			Monday											0
			Tuesday											0
			Wednesday											0
			Thursday											0
			Friday											0
			Saturday											0
Jane	Smith			0	0	0	0	0	0	0	0	0	0	0
			Sunday											0
			Monday											0
			Tuesday											0
			Wednesday											0
			Thursday											0
			Friday											0
			Saturday											0

SUGGESTION

Have secret shoppers visit stands & report on their experience. They could be 3rd party company or park employees from other departments. Have specific criteria based on upsell training:

- Bottle offered
- Bottle Deal explained
- Etc.

CREW INCENTIVE PROGRAM



Prizes

DETERMINE REWARDS

Decide on rewards schedule: instant, weekly, monthly and/or season-long. Plan for a review period to confirm numbers before prizes are awarded.



Choose rewards that you think will motivate your team:

- Gift Cards
- Prize Catalog
- Paid Time Off
- Park Merchandise Credit
- Etc...

EMPLOYEE INCENTIVE BEACH BOTTLE PROGRAM PRIZES

You will receive 1 point for every beach bottle you sell.
Each ticket entry must be accompanied by a receipt for proof of purchase.

POINTS ARE EARNED INDIVIDUALLY AND ARE NONTRANSFERABLE.

You can win these great prizes when you sell!

Points	Prize
50 points	\$10 Best Buy Gift Card
100 points	\$25 Gift Card
200 points	\$75 Gift Card
350 points	\$150 Gift Card
500 points	\$250 Gift Card
750 points	\$500 Gift Card
1000 points	\$750 Gift Card
1250 points	\$1000 Gift Card

BONUS!
Earn 350 POINTS by June 30, 2015 and win a BONUS \$50 Gift Card!

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Santa Cruz Beach Boardwalk ★ Gift Cards redeemable at most locations that accept VISA ★

PRAISE TEAM FOR THEIR HARD WORK

Make handing out rewards a special event to show appreciation to staff for their active participation in your Crew Program:

- End of the season appreciation party for staff
- Take time at weekly or monthly meetings to recognize staff members



Sports bottle sales at Santa Cruz Beach Boardwalk were steady, but not impressive.

PROGRAM GOAL:
Drive repeat traffic back
to the food stands.

Ken Whiting worked with the Boardwalk's beverage partner to build a Crew Program to push bottles/refills at concession stands.

Crew incentives were developed to encourage and reward suggestive selling. Bottle sales skyrocketed by more than 400%.

Bottle sales skyrocketed
by more than 400%



Upsell bottle training led to easier upselling of other food and beverage items.

FOR MORE INFORMATION

Contact Your Sales Representative or Connect with Us at:

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