

UNI^{PRO}

FOODSERVICE, Inc.

Unified Professionals In Distribution



Memo to: UniPro Member Principals
From: Pennie Hareras
Date: Monday, November 28, 2005

Helping You Help Your Customers

Helping your customers keep their employees happy may be the key to driving your business.

Many of your operators already use employee incentives to encourage staff to sell more & work harder. But which rewards are the most effective? Cash or gifts?

Studies have shown time and time again that cash works best to attract new employees, but is not the most effective motivator. After all, if it were, all servers would suggestively up-sell to every table as they would receive 15% of all additional sales.

Studies show that gifts will motivate staff far more than cash. Something to show-off and something employees normally would not buy on their own. Download the full article about effective incentives at www.foodservicerewards.com/distributor.

You can help your customers establish their own free incentive program with Foodservice Rewards[®], a manufacturer-funded program that earns operators gifts to reward staff and reduce the cost of running their business. Over 40 UniPro members have joined Foodservice Rewards in the past month and their sales reps are sharing the benefits of the program with their customers.

To get started, visit www.foodservicerewards.com/distributor and click JOIN FREE or call 1-888-674-2872. It's free, easy and takes less than 5 minutes.

If you have any questions, or would like to request materials to present Foodservice Rewards to your sales team, email customerservice@foodservicerewards.com.



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