

# The Bill Sims Company



**WE KEEP YOUR PROFITS FROM  
GOING UP IN SMOKE!**

# Star Bucks Deliver Results!

☀ "We documented a sixty percent drop in absenteeism, and cut Work Comp Costs by \$300,000, and the BUCK program is the biggest factor."

☀ Kenny Sawyer, Dorsey Trailers

☀ "For an investment of \$7,500 we received a return in excess of \$125,000."

☀ Vic Anapolle, Darex Container Products

☀ "Just four months after we implemented the new incentive program, the group has received 52 valid Bright Idea suggestions."

☀ Russell F. James, Carolina Power and Light

# Star Buck Program Highlights

- ✱ Proven results for over 20 years at GM, Milliken, Dupont, and more.
- ✱ *Reduce Safety & Accident Costs*
- ✱ *Increase Morale & Commitment*
- ✱ *Boost Bright Idea Suggestion*
- ✱ *Improve Sales & Customer Service*

# Here are some easy steps to help us build your custom recognition program...

First, we have a few questions for you...

1. What is your improvement goal – in short, what are you trying to improve? Safety? Morale? Attendance?



- 2.** How many employees will be involved in this program?

# Here are some easy steps to help us build your custom recognition program...

## 3. What is your incentive budget?

Do you have a set budget? Or do you need some guidance in how much to ask for? We'll work with any budget, and we'll bill you monthly or quarterly as you prefer!



## 4. What is your current incentive/recognition program (if you have one) and what do you not like about it? **How much do you lose to taxes?**

# Star Buck Program Highlights

- ✦ Simple and hassle-free administration!
- ✦ Tax Free, unlike cash and gift certificates where you lose half of your budget to taxes!

✦ Employees love it!

✦ Free Cruises every \$5,000 you spend !



# Basic Pricing Guidelines



In general, an Award Point costs you \$1 and buys \$1 in Award Merchandise from any of our catalogs.

Award Points are the only thing you buy! They cover all program costs including...

- ☀️ A **FREE** Carnival Cruise/Marriott Vacation for every \$5000 you spend.
- ☀️ **FREE** catalogs and Training Programs
- ☀️ Turnkey Kickoff Kit, Program design, consultation and administration.



# Easy Administration



Once you give employees their Award Points they order their gift directly from us and we ship directly to their home (or to work if you prefer). No headaches or hassles. It's easy and fun!



# What can your employees win with their Award Points?



Jumbo  
Cooler  
Chest -  
27 Points



One Carat Diamond  
Tennis Bracelet -  
536 Points



Stainless  
Steel Coffee  
Mug - 9 Points



Carnival Cruise for 2 –  
ONLY 199 Points



Star Buck Award Points are a great value!

# How do you want to get the points in the hands of your employees?

Now that we know where you want to go, here are some tools to help you get there fast!

You may want just one tool, or a combination of all three!

 **SCRATCH OFF STAR BUCKS**

 **STAR BUCKS GIFT CERTIFICATES**

 **PAPERLESS STAR POINTS**

# Scratchoff Star Bucks – Our Most Popular Tool



“Usually, supervisors only tell people what they did wrong. I like the Buck Program because every month it gives me a chance to tell someone they did something right.”

*General Motors Supervisor*

✦ Every time you hand a person a Star Buck, it gives you and your managers a chance to give warm, verbal praise...the most effective motivator.

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✦ You have total control! You decide if your employees scratch off to win \$1, \$5, \$10, \$20, or more in Award Points OR .....

# Scratchoff Star Bucks – Our Most Popular Tool



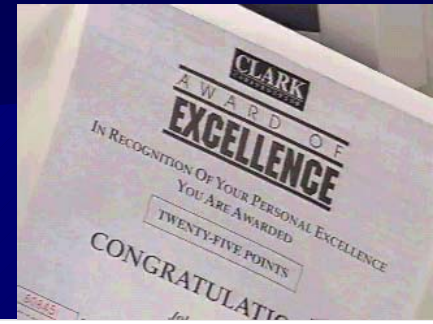
★ You can offer Bucks that win a chance at a free cruise!



Or offer Bucks that win INSTANT prizes you stock! Tomorrow your winner will be drinking coffee from the mug you awarded him today!

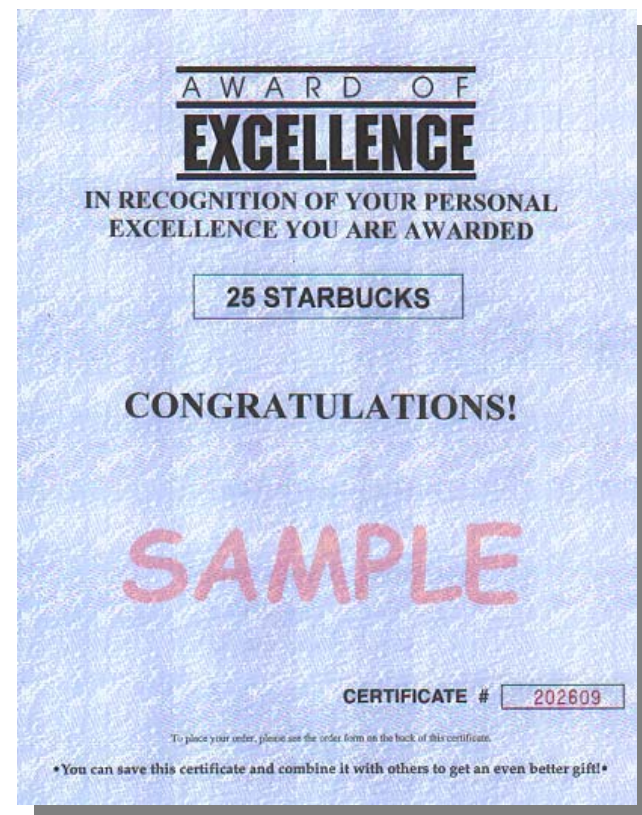


# Star Buck Gift Certificates



For a more formal presentation tool, try Star Buck Gift Certificates, available in any denomination you want.

☀️ We can even personalize them for you and mail them to the home for you!



# Paperless Star Points That Eliminate Administration!

- ✦ You e-mail us a spreadsheet with the name of each employee and how many Star Points you want to award them.
- ✦ We deposit each employee's points into an account so there's nothing for them to keep up with.
- ✦ They order by mail and we deduct the points from their account.



# To show this to others, you need our **FREE Presentation Kit ....**

Would you like our free VIDEO and Presentation Kit to help you share this with your other decision makers? Here are a few questions they will have for you—can we talk another day by phone to prepare you with the answers you'll need?

- ✦ Why is this program tax free?
- ✦ What are the best program rules?
- ✦ Are the prizes a good value for your company?
- ✦ How do the free Carnival Cruise/Marriott vacations work?

**Would you like  
our free proposal  
kit? When can we  
have that next 5  
minute phone  
call?**



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