



SendOutCards Sales Achievement Program

Distributor: Drive Marketing

Objective: To manufacture a variety of stylish and sophisticated sales achievement award jewelry items incorporating the SendOutCards logo.

The Distributor had worked with SOC for a number of years. They looked at SOC's compensation plan and came up with a number of ideas for recognizing sales achievement. One such idea was a sales recognition jewelry award program. The Distributor designed a stylish and sophisticated set of men's and ladies' jewelry pieces, then came to Dion with their designs and Dion brought the products to life.

The award jewelry included a sterling silver bracelet and charm, a necklace with pendant, a tie tack, cufflinks and a "repeat wording" money clip. These accessories incorporated the SOC logo, while still looking fashionable and wearable. SendOutCards presented the items at their 2009 National Convention in September to rave reviews from their distributors.