



*Blue
Board*

President's Club reimagined.

A new way to recognize, retain, and
motivate your high performing sales reps.

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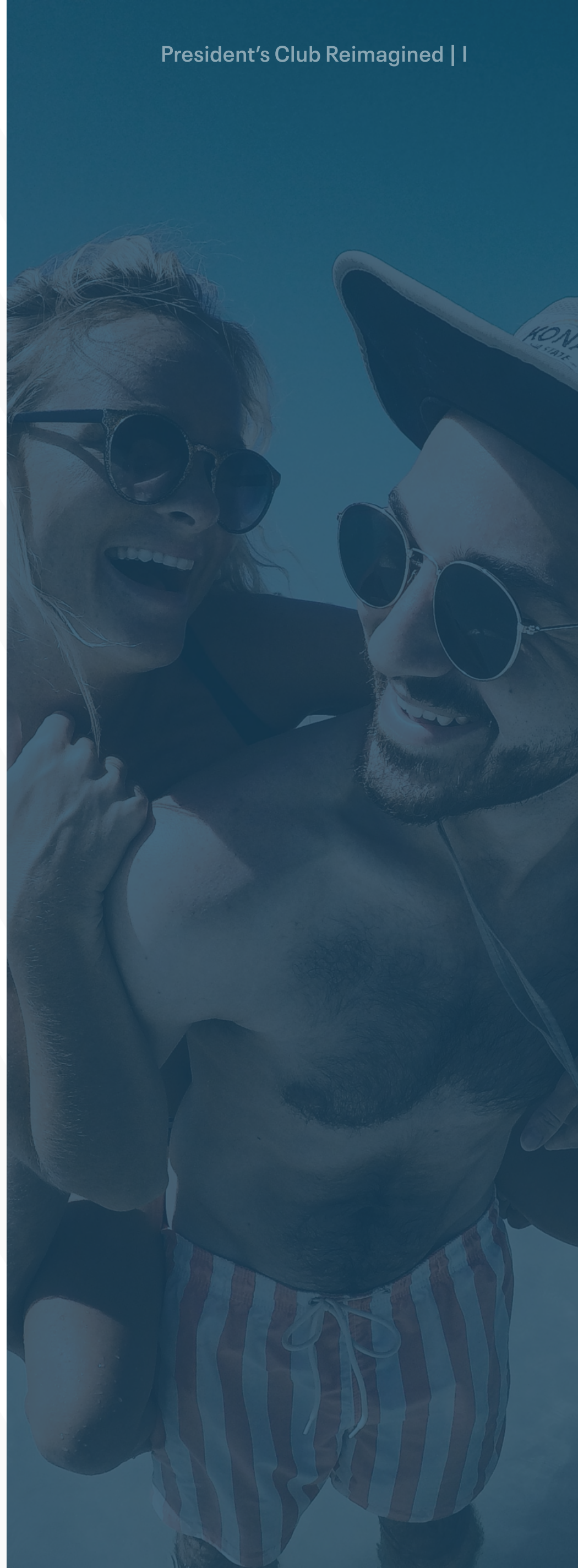


Background.

COVID-19 changed everything. Businesses were forced to adapt. The hybrid workplace became the standard model for many companies around the globe. In sales, the coveted President's Club group trips were also forced to evolve as gatherings were severely restricted and traditional offsites weren't allowed.

You couldn't send 100 of your best reps to Cabo - we needed an alternative. **Blueboard stepped in with a reimagined President's Club**, one that let top performers customize their own individual bucket list experience to share with loved ones.

COVID-19 was the catalyst, but let's be honest - we've seen this trend coming for a long time. **The President's Club concept is in need of a serious makeover.**



Post-COVID: how have the needs of modern salesforce changed?

Today's modern salesforce craves the freedom of choice. We talk to people. We learn from them. We recently ran a poll in partnership with Sales Hacker that revealed just 16% of companies planning to return to a traditional President's Club model in 2021-22. Here's why:

- Most reps would rather not meet with their teammates in a President's Club *"forced fun"* setting and would rather travel with their loved ones.
- Some reps are *uncomfortable with group travel*, citing COVID-19 implications.
- Cultural or social differences make some *feel stressed* in certain social settings such as being around alcohol or wearing swim attire in front of senior executives.
- Sales leaders are looking for ways to motivate more than just the top 10 - 20% of reps, they're looking for unique incentives to *motivate the middle 60%* and beyond.
- Company leaders are looking for tools for rewarding *non-quota carrying employees* who have played a critical role in driving business results (i.e. sales engineers, marketing teams) beyond the sales reps themselves.

51%

Are uncertain they will return to a traditional President's Club.

33%

Will not return to a traditional President's Club.





President's Club reimagined.

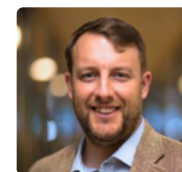
How we've reimagined group incentive travel.

Our personalized President's Club experience helps you recognize and reward top sales performers in many ways. For example, with Blueboard, sales reps can travel with their families vs their co-workers. And if COVID-19 taught us anything, it's that families are more important than ever. [Studies have shown](#) that the pandemic brought families even closer.

"If COVID-19 has taught us anything - this separation, this isolation - it has taught us that a plain commission check is not enough at the end of the day. There is a severe longing for something more connected - more related to who we are and the motivation we desire."

Introducing Blueboard President's Club.

We've created the [world's first personalized President's Club](#) as a new and unique way to recognize and reward your top sales talent. We empower qualifying reps to choose from a wide variety of hand-curated, experiential trips or luxury goods instead of a traditional, regimented group trip.



Tom Castley
VICE PRESIDENT, EMEA



Kayli S. from Wrike used her Blueboard reward to go white water rafting in Alaska.

Imagine offering your sales team a ton of options for achieving President's Club. Who wouldn't be motivated? From an African safari to a waterfall spa in Fiji, chasing the Northern lights or in-home golf simulators, there's a one-of-a-kind adventure awaiting every employee. Sounds complicated? It's not. We make it easier than ever.

Since launching in 2020, we've sent thousands of recipients on a Blueboard President's Club experience of their dreams. Post-experience surveys show [70% of our reward recipients don't want to go back to a traditional group trip.](#)

[Read more on page VIII.](#)



Is Blueboard the right fit for your sales team?

Every sales team is unique. And you need a solution that motivates your unique team. Are you a startup building out your sales team and need help setting up a President's Club? Are you a small company on a tight budget but still want to offer a big company rewards programs?

We've got you covered.

If you're a growing sales team with limited resources.

Let's face it. President's Clubs can be expensive and time consuming to plan. You want to provide the best President's Club program, but you don't want to be in the incentive travel business. You'd rather be out closing deals than making hotel and flight reservations.

Our program is especially attractive for group incentive travel first-timers, and is becoming their de facto program. We provide a state-of-the-art solution that is often better than in-house planning programs (or burdening other teams to plan an event when they have more important things to do).

Let our expert Concierge team handle it. By doing so, you'll not only save time and resources, but **your sales reps will be happier -- and more motivated** -- by getting to choose the adventure most meaningful to them.

If you're a global org facing country-specific travel restrictions.

We're still not out of the woods with COVID-19. Empty stadiums at the 2021 Olympics and cancelled international sporting events like Formula 1 show us that COVID-19 uncertainty is still very real. As a global company, you may not be fully comfortable with bringing your team together from around the world (or comfortable committing to steep hotel deposits, that could get cancelled). And your reps may not want to travel either.

Our President's Club program overcomes country-specific travel restrictions and protocols.

We'll offer a wide menu of experiences for your reps to choose from, and redeem on their own terms and timeline. So, the company can reward their success in the way that resonates best for the sales rep. A true win/win.



The real value of Blueboard President's Club? Ease, choices, and quality time.

Your top performers deserve to choose how they want to be rewarded. They earned it. We're excited to lift your administrative burden, and offer your reps the 5-star experience they've come to know and love. Here's why clients love working with our team:



Easy to Plan

It's (really) easy to plan and administer.

We'll help you launch your Blueboard President's Club in as little as 8 weeks. **We'll serve as your trusted guide, giving you flexibility and best practices throughout the planning journey** -- from Implementation to Client Success to our celebrated Concierge service. Our minimal overhead makes it easy to budget and forecast, so it's great for companies of all sizes.



Power of Choice

Motivate your team with the power of choice.

With Blueboard, sales reps have the power to choose from a wide variety of experiences. Think trip-of-a-lifetime, bucket list experiences, like swimming with whale sharks or indulging at a 5-star Red Rocks spa in Sedona.

All reps get to work one-on-one with a dedicated Concierge team member and receive VIP-treatment to create their personalized itinerary. Reps schedule their trip and travel when they want to, anytime they want, allowing them to accommodate live events or other obligations such as a daughter's graduation or a friend's wedding.

Best of all, rewards never expire, so they can be used at any time. **More freedom equals higher employee satisfaction and improved motivation** to earn the reward most meaningful to them.

Incentivize a wide range of superstars.

Management can use the Blueboard President's Club program to expand and incent beyond the traditional top 10 - 20%. By providing a variety of reward tiers to the middle ranks of reps, **the entire team can be motivated to improve performance.** Management can also choose to reward top performers for non-quota-based employees as well. Got a superstar sales engineer who helped close a big deal? Were the finance team working all-nighters during the year-end push? Give them a Blueboard travel incentive experience.

Create an inclusive sales culture.

Blueboard's President's Club program helps your employees **address and relieve social anxieties by addressing cultural differences.** These might include such things as alcohol consumption, having to wear a swimsuit in front of your peers, and even religious issues. This creates a more inclusive, equitable experience for all people in the company.



Quality Time

The greatest gift: quality time.

Traditional President's Club programs obligate reps to share the same experience with other sales reps, whether they like it or not. Haven't they already spent enough time with them at work (or on Zoom)?

We know that some reps feel obligated to socialize with executives & sales leaders even if they aren't socially comfortable doing so. Or they may feel excluded if they don't partake in a certain sales culture or team traditions.

Our President's Club program enables reps to **spend more quality time bonding with loved ones** such as their partner, family, or friends in a vacation-like setting. What better way for reps to celebrate their achievements than with people they love the most? Experiences spent with partners or families means more memories made. Picture it: white water rafting with family then fireside camping by the river after a long day on the water. Or "glamping" on the coast with a spectacular view of the ocean.



NAME
KELLY B.

EXPERIENCE
TRIP TO SPAIN

"Everything ran so smoothly, from the airport transfers and the train trip to Seville to the Sagrada Familia tour and the amazing lodging!"



NAME
ANOUSKA P.

EXPERIENCE
EXPLORING ICELAND

"Our guide took us deep under the ice to experience the wonders of the gletsjer. It was an amazing experience that made us feel very small and humble."



Positive responses for the reimagined President's Club experience.

The results are in, and employees are overwhelmingly voting for freedom of choice. **70% of Blueboard recipients would prefer to do an individual experience vs. going back to a traditional club.** Here's what Blueboard President's Club recipients are saying:

70%

Prefer a Blueboard experience over a group trip with coworkers.

4.7/5

Recipients rate their Blueboard experience a 4.7/5.

95%

Felt motivated to perform at the same level or higher.

97%

Felt appreciated for a job well done after receiving their reward.



NAME
LARY B.

EXPERIENCE
DESTINATION HAWAII

"Our room was so close to the ocean that I could have tossed a ball in the water from our balcony. The trip was wonderful and the room was fantastic."



NAME
JAMEY P.

EXPERIENCE
FAMILY TRIP TO MEXICO

"We had an amazing time in Mexico. Thank you so much for everything that you did to make this such a wonderful trip for my family."





Four easy steps for a successful launch and rollout.

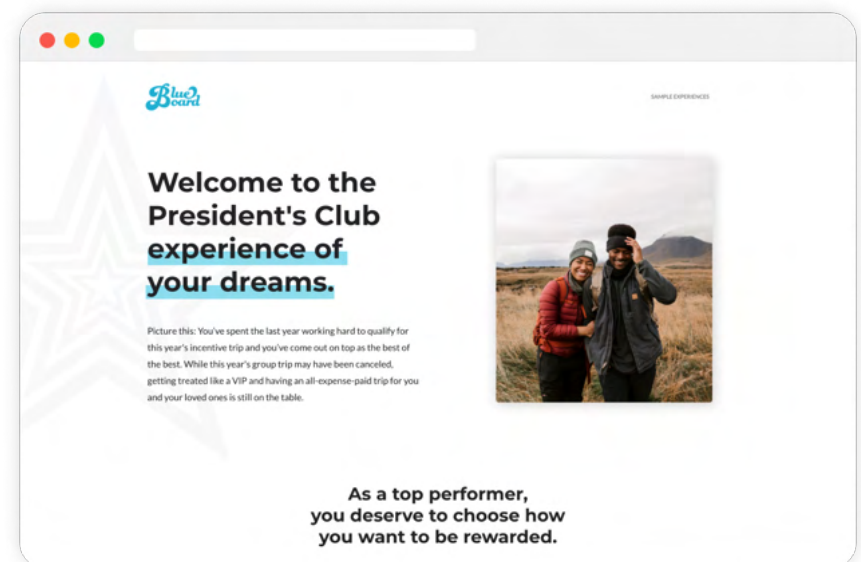
Here's how we'll work together to create a successful President's Club or group incentive trip:

1.

Design your President's Club Experience.

Plan your budget.

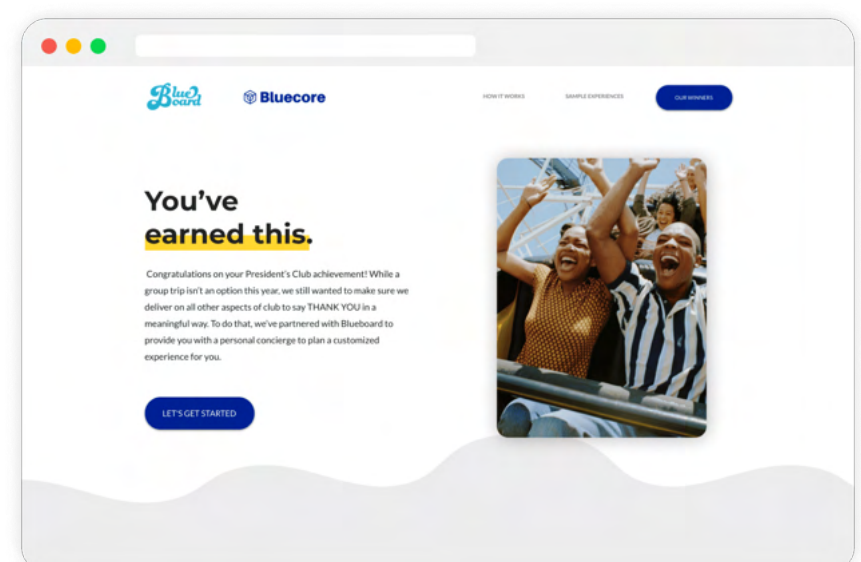
Collaborate with our team to plan and budget your program. We'll share handy program [planning guides and budget calculators](#) to take out the guesswork.



Build awareness and excitement.

From there, we'll support your launch and rollout with a suite of custom marketing collateral. [We'll build a co-branded landing page](#) that lets you paint the perfect picture of what awaits your top performers, featuring a sample menu of experiences. You can announce your program winners and include a personalized video from your CEO or other sales leadership to congratulate reps on their success.

We'll also share hype videos and other assets to build buzz and excitement for broader program announcements.



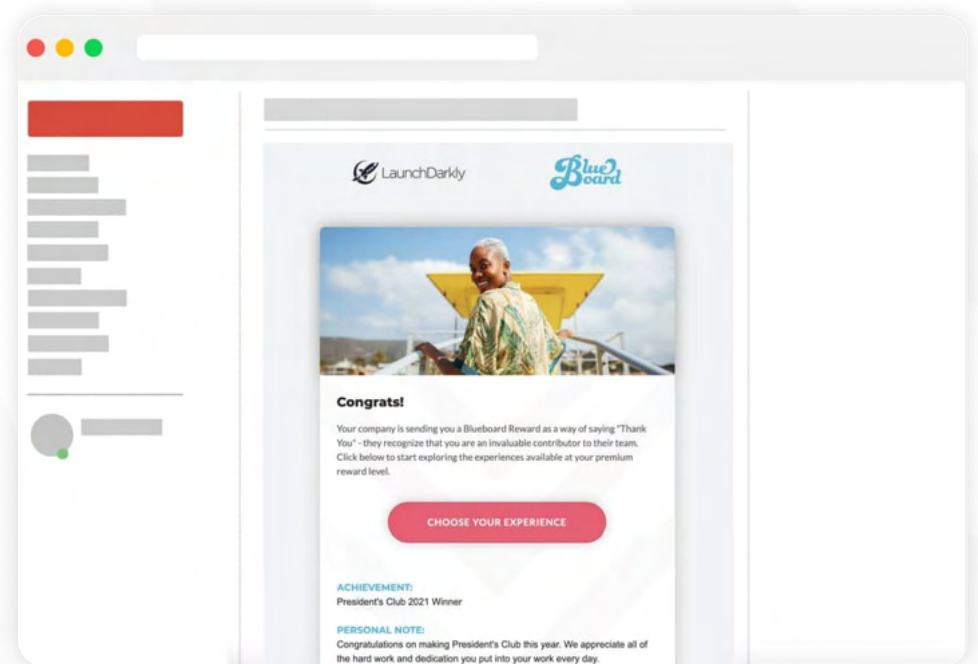
Make it feel on brand.

You'll have opportunities to name your reward levels, and customize the reward icons to [match your company's brand style guide.](#)

2.

Submit your President's Club winners' info.

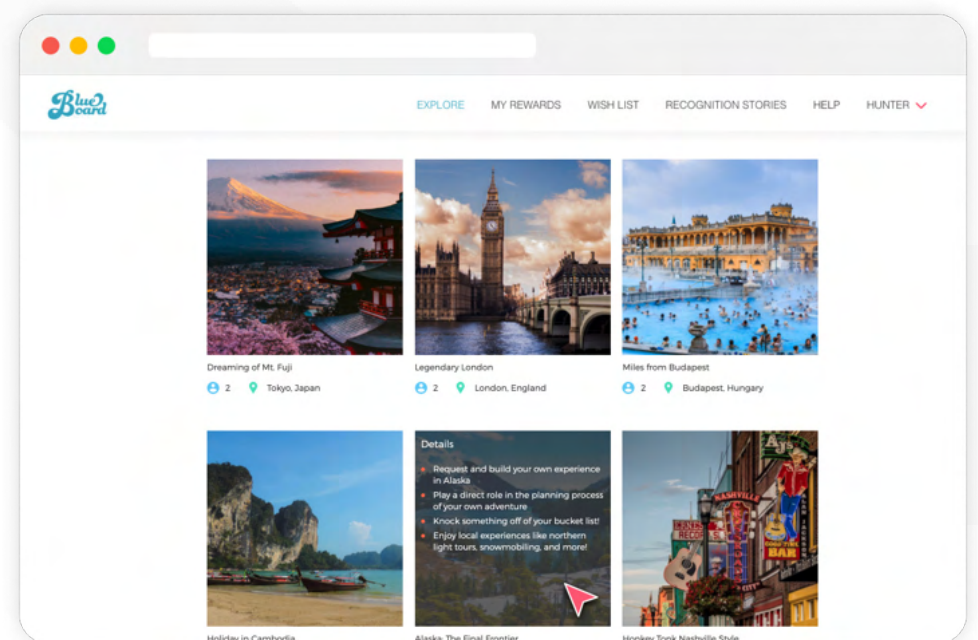
Prepare your winners' info as reps qualify. You can either manually send rewards, or have our team send these out on your behalf. Reward emails can be co-branded, and **include a personal note and achievement unique to each recipient.**



3.

Winners choose their experience.

Your top performers have the power of choice. They get to choose how and where they want to spend their reward, and are given the option to select from a wide variety once in a lifetime bucket list experiences.



4.

VIP Concierge treatment.

A truly personalized experience.

At Blueboard, we give your top people the best possible experience - they'll receive the Concierge treatment. **Sales reps will work one-on-one with a dedicated Concierge** to create their own unique and personalized itinerary. We'll handle the logistics, payment and fine details so they don't have to lift a finger. Reps can travel when they want because Blueboard rewards never expire.*



**If you prefer applying an expiration date, we can easily accommodate this during onboarding and implementation.*

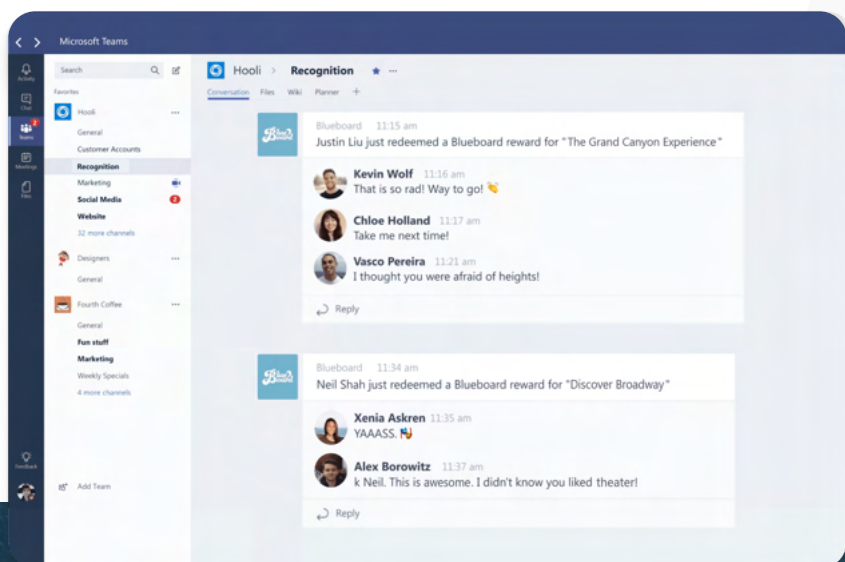
Socialize it. Brag about it. And build a talent pipeline.

The biggest benefit of choosing your own personal President's Club experience is that reps can't wait to talk about their own unique trip or reward. **Here's how socialization efforts make a big impact:**

Build employee morale through shared experiences.

It's more important than ever that remote teams stay connected. Shared experiences like an amazing President's Club trip can create lifetime bonds.

Leverage Blueboard integrations with Slack or Microsoft Teams to push reward notifications into dedicated channels to easily spark conversation. Encourage rewarded reps to share their photos, videos and other memories in these digital spaces, or feature recent stories at your sales all-hands or in a monthly newsletter.



Keep the motivation flowing.

With reps using their Blueboard rewards throughout the year, **you'll have continued conversation and excitement rippling through the organization.**

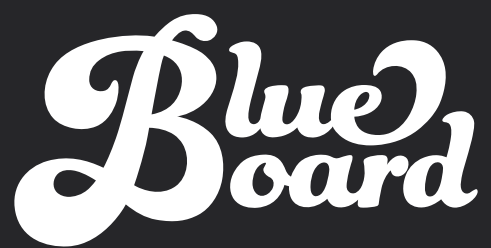
Reps who haven't yet qualified, or are looking ahead to next year, will be constantly reminded of the awesome rewards awaiting them as memories are posted through shared communication channels.

Let your rockstar reps help build your brand and future talent pipeline.

The talent market is heating up as more job opportunities open through our transition to remote and hybrid work. **Let your top sales reps become a referral machine.** Encourage Blueboard recipients to share their experience memories externally on social media like Facebook, LinkedIn, or Instagram. Create a dedicated hashtag. Indulge those bragging rights!

When reps brag about your awesome program they're positioning your sales team as one who truly cares about their people. They're signaling that your company has unique and competitive benefits beyond the norm. Getting the word out about your awesome sales incentive program and your rockstar team will **build your employer brand and inspire other top talent to sign on.**





Ready to see how Blueboard can help you motivate your sales team to realize their highest potential and beyond?

Browse our sample [experience menu](#) or [request a demo](#) with our Sales team.

We look forward to connecting!