



PROMOTING MOTIVATION WHILE GROWING YOUR BUSINESS



No matter if the economy is in an upswing or a downturn, one thing remains certain, retaining valuable employees is crucial for companies. While a competitive salary and first-class benefits are definitely attractive, most employees also seek meaning in the work, as well as appreciation for their efforts. This emotional value can result in the difference between employees who put in the minimal effort and the ones who are invested in the company's mission. Not only are the employees happier and more productive but the company saves time and money recruiting new hires. On average, it takes 42 days and costs approximately \$4,129 to fill a single position.

Our nation's businesses have faced many unprecedented challenges in recent months. Employee motivation is down. The pandemic has given the workforce a dozen reasons to be frustrated, discouraged and unmotivated.

As a result of the guidelines center must abide by, it might not be possible to accommodate large corporate gatherings at this time and companies might not be ready to host in person events. However, the center can still offer companies a great way to show their employees how much they are appreciated by offering companies employee appreciation vouchers. These customizable vouchers are a great way to get new customers in the center and should include an attractive offer. A common offer is:

One hour of bowling and shoes for up to five people, a large one topping pizza and a large soft drink for each person (or pitcher of soda if applicable). Keep restrictions to a minimum. Remember to choose positive rather than negative words for any limitations or restrictions. These vouchers can be customized with the company's logo to make it easy to track by ringing in redemption on a dedicated price key for each company.

There are a number of ways to "price" appreciation vouchers.

1. Discounted retail price, paid in full by company. Be sure to advertise the retail price in the communication to the business so they see what a great deal they are getting.
2. Full retail price paid dollar for dollar with certificates from their business to be used as employee appreciation of center employees. This is no upfront revenue but it brings in customers who will likely eat, drink and play more than the given amount. As an added plus, center employees will love being recognized. This option only applies when the business has something to offer that would be appropriate to barter. Depending on how many vouchers, the company requires, this could also be partial certificates for center employees and remainder of the total as cash.
3. Free. This is a great way to build loyalty with businesses and show goodwill in the community while still getting customers to the center and exposing them to a great entertainment experience.

This program is a great way to form relationships with area businesses and when the time is right, they will have the center top of mind for hosting a party or teambuilding event. Make sure the sales team is keeping accurate records and capturing names, numbers and emails for future contact.

A sample, customizable Employee Appreciation Voucher and Email/Social Media graphic can be downloaded below to get you inspired and started right away.

[Customizable Employee Voucher](#) (Sample and Template)

[Email Graphic](#)

Additional Employee Appreciation Material and other revenue generating programs available as part of the QubicaAMF Virtual Marketing Manager Program. For additional information contact VMM@QubicaAMF.com

Email tips:

[How To Write A Sales Email People Want To Respond To](#)