



# 60 WAYS

## BUSINESSES USE SHARKS TICKETS

1. Invite a customer who hasn't done business with you recently
2. Get to know key co-workers outside of the office
3. Help part-time workers feel more included in the organization
4. Reward suppliers and vendors who consistently meet deadlines
5. Treat a loyal customer for his or her birthday
6. Run a sales contest and reward the winner with tickets
7. Thank someone who has given you helpful business advice
8. Use for personal therapy after a difficult day
9. Have a drawing at work and give them to the lucky employee
10. Enhance relationships with those in a position to recommend you or refer your business
11. Take a potential customer and close the sale at the arena
12. Take a loyal customer to say "thanks"
13. Take one of your smaller accounts and try to enhance their business with you
14. Reward a customer who gave you a referral
15. Reward an employee who comes up with a savings suggestion
16. Attendance incentives for employees
17. Reward staff for an accident-free work environment
18. Win back a customer who had a problem or a complaint with your company
19. Thank a customer who praised your company
20. Offer a unique incentive for customers to do business with you
21. Package tickets with your product to promote sales (contact the Sharks to facilitate)
22. Say "thanks" to a retiring officer or employee
23. Welcome a new employee to the company with tickets
24. Congratulate an employee on his or her recent promotion
25. Reward the employee with the highest sales
26. Put a smile on the face of an employee who needs encouragement
27. Offer them to a manager whose department exceeded its goals
28. Thank your Assistant on Administrative Professionals Day
29. Present them to a front-line person who appeased an angry customer
30. Offer your tickets to a service person from another company who has taken care of you
31. Boost your own career potential by networking (it's not what you know, it's who you know)
32. Thank a new customer for their business
33. Give tickets to your Human Resources department to use as performance rewards
34. Give to an employee who generates the most business
35. Give to potential vendors to enhance business relationships
36. Reward department that hits their quota for the week or the month
37. Reward yourself after reaching a milestone in your life
38. Give to an employee who is consistently accurate
39. Give tickets to your office cleaning crew as a "thank you"
40. Offer tickets to a customer for a holiday
41. Use tickets to recruit a new customer
42. Reward an employee for making the most new appointments
43. Give tickets to the employee who had to stay late to finish a crucial project
44. Get to know a business colleague
45. Give to a co-worker to whom you owe a favor
46. Send your co-workers/subordinates to a game together, with a meeting over dinner
47. Give tickets to an employee who doesn't get commission
48. Give tickets to a rep of another company who enables you to service your customers well
49. Give tickets to an employee on his or her birthday
50. Give to an employee or a customer who has been sick as a "get well soon"
51. Give to a prospective employee who is interviewing from out of town
52. Give to your customer service department as an appreciation for good customer relationships
53. Offer tickets to your Assistant so they can take their family
54. Congratulate an employee for reaching their annual goals
55. Give to an employee who exceeded his or her duties
56. Give tickets to an employee who makes the most cold calls in one day
57. Reward an employee for receiving service recognition from a customer
58. Give tickets to an employee who renews the most accounts
59. Give to the employee who is the most punctual
60. Give to a customer who makes timely payments or pays in full

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