

## CASE STUDY – Expanding Sales

**Issue:** How to Motivate Top Dealerships to Expand Sales  
**Our Solution:** Bonbini! Aruba - Sales Incentive

We created a high end memorable experience for our clients' top dealerships to motivate them to expand their sales of a variety of services. The top priority from our client was a location that would reflect their value of the highest level of service provided in a beautiful location for 96 of their well-traveled, highly valued partners.

Aruba welcomed them to their island. Bonbini!

Opportunities to explore the island by choice of guided activity as well as free time to relax and network among their peers were provided. Guests experienced a mix of gastronomy, from local cuisine through dine-arounds of local restaurants to planned group events at the hotel. They experienced the Caribbean on a private sunset sail. An incredible jeep rally around the island built camaraderie as well some healthy competition. Everyone walked away with feeling pampered, relaxed and rewarded for their loyalty.

### Results:

- 🌐 Customer Satisfaction was rated high in a survey returned directly to the client
- 🌐 A sampling of attendee comments during the trip:
  - "The hotel is beautiful!"
  - "Exceeds our expectations"

