



# GIVE ME FIVE!

The Rea 2003 Sales Initiative

## OVER \$20,000 IN INCENTIVES AWARDED

Six offices have met their Give Me Five goals and will be awarded over \$20,000 to celebrate.

Our team members in Cambridge, Columbus, Human Resources, Medina, Pension and Wooster are now trying to decide how they will spend their reward.



*...Columbus is appointing a committee to come up with suggestions on things they can do...*

*...Wooster has tossed around numerous ideas including a trip to New York City to see a show...*

*...Some team members in Cambridge have their eyes on a massage chair, however, they may end up being a minority...*

*...Could a fancy dinner be in store for the members of the Pension department...*

The only restriction placed on spending the reward requires each team to use up their allotted amount by the end of the fiscal year.

Specific details on how each office plans to celebrate will be shared once decisions are made by the teams.

Here are some of December's highlights:

- Team Cambridge ended up achieving 186% of its goal after securing a \$38,000 engagement on December 30th. However, they didn't technically need it after turning in a \$21,000 engagement letter a week prior.

- A \$12,000 increase (that's 60%) was more than enough to put our Pension team above its goal.
- Team Lima was counting every dollar, but ended up a tad short at only 90% of its goal. Yet they have numerous engagement letters outstanding and anticipate securing the work in the very near future.
- More engagement letters were submitted in December by team Millersburg than by any other team. These 10 engagements helped the office increase to 84 % of their goal from 55% in November. For anyone keeping score, it appears as if the "boss" Mike Taylor has beat his team.

Congratulations to all the teams that exceeded their goal—gREAt job!

Thumbs up to those teams that worked hard to achieve their goals, yet fell short. As we strive to continue building the client base of the firm, the efforts of all team members are truly needed and appreciated.

### WILL THERE BE A NEW MARKETING INITIATIVE?

You've asked for it!

Many Rea team members have been asking about a new initiative for 2004. Details are being finalized and will be released shortly.

Stay tuned.....



## REA & ASSOCIATES

December 2003 (Summary)

### 2003 NEW BUSINESS GOALS

Office	Goal
Cambridge	\$57,000
Columbus (including Strategic Solutions)	\$180,000
Coshocton	\$27,500
HR	\$23,000
Lima	\$83,000
Marietta	\$72,000
Medina	\$96,000
Millersburg	\$82,000
New Phila.	\$129,000
Pension	\$17,000
Wooster	\$54,000

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