

L A **Z** B O Y<sup>®</sup>  
**PEAK**PERFORMANCE

# President's Club Case Study



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**Terryberry**  
recognized

# La-Z-Boy Peak Performance

## President's Club Case Study

### Introduction

After a rapid expansion, the international furniture manufacturer and retailer, La-Z-Boy, looked to Terryberry to design and implement a sales incentive program. La-Z-Boy's President's club, PEAK Performance, was designed to drive sales and increase average ticket cost within La-Z-Boy's Furniture Galleries system. The program helps create a sales based culture through competition and incentives.

### The Challenge

La-Z-Boy needed a sales incentive program that would reward and motivate it's top performers, increase overall sales, and develop a clear set of standards that represented outstanding performance that could be communicated company-wide. The awards that are earned by top performing Gallery Sales Consultants and Designers are very important to La-Z-Boy. The award package needed to be custom in nature and symbolize the importance of the great achievement of La-Z-Boy top performers.

### The Solution

The PEAK Performance Program was successfully implemented and accomplished the original goals of engaging the sales team, motivating them to sell the full spectrum of La-Z-Boy product, and communicate a set of uniform sales standards.



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- Terryberry worked closely with the client to identify the strategic business objectives and goals of the sales incentive program. These goals were constantly re-evaluated in annual program reviews.
- A custom web based platform was developed for tracking performance, timely communication with participants, and order entry for award qualifiers. This platform was constantly being updated to add new features for sales people and administrative users.
- Terryberry created a custom award package with a variety of symbolic items that truly represented the great achievement of Peak Performance.
- Terryberry designed and implemented an effective communication strategy and plan that was engaging and motivating, while focusing on the behaviors that would help the company achieve their goals.
- The communication plan allowed the client to measure performance and report progress frequently via email blasts and the website.

*"Custom sales awards are essential to our strategy to help motivate and recognize top performers at La-Z-Boy. Through our partnership with Terryberry, we have created annual awards that truly represent the great achievements of our sales team members. For over 20 years, the Peak Performance and Summit Club programs have set the standard for excellence in our organization. Achievers in these programs proudly display their awards to both customers and colleagues, serving as an ongoing symbol of success."*

Jim Reilly, Vice President Residential Sales

## The Results

The PEAK Performance Program is an important part of La-Z-Boy's culture and growth story.

- "Peak Qualifiers" have doubled over the last five years and the program has contributed to La-Z-Boy's consistent sales growth.
- The "PEAK Performance" program has become an important tradition that is interwoven into their culture.

## Be Recognized. Be Presidential.

Your company's top performers work hard which is something we think should be rewarded. Connect with our team to build an annual program that reigns supreme.

