



Indasa Abrasives 2024 Caribbean Top Gun



REGIONAL SALES INCENTIVE

Top Gun Regional Sales Incentive

- Building off of the success of 2023's Regional Top Gun Sales Incentive, we want to run this back for 2024, this time with Indasa.
- Indasa was so impressed with the response and results from our Top Gun promo that they asked to be involved in 2024.
- Top Gun Indasa will run from January 1st, to November 30th, 2024



Required Criteria for the Indasa Top Gun Incentive

1. Each Caribbean Territory must register a single “Indasa Champion” by Dec 31st.
2. The competition will run from January 1st to Nov 30th 2024.
3. The unit of measure used will be total dollars purchased from Logicar of Indasa products, by each respective market.
4. In order to qualify to be a prize winner, a minimum growth hurdle of 10%, above your 2023 purchases will have to be achieved in the market.
5. The scores for each Indasa Champion will be tabulated by percentage growth, and these scores will be compiled, ranked and published at the beginning of each month following the previous month’s sales.
6. The published results will mimic the current Top Gun report that is currently being sent out.

Top Gun Prizes

A total of US \$3,000 Cash will be split between the Top 3 highest ranking % - growth markets' selected Champion:

1st Prize – US\$2,000

2nd Prize – US\$750

3rd Prize – US\$250



“NEW PRODUCTS” Sub Promo

- Alongside the Top Gun Incentive Program, we also want to run a “New Products” Sub Promo
- To enter the Sub Promo, any market interested must identify three new products that they want to focus on in 2024.
- New Products are classified simply as something that is either brand new to your market, or a product that accounted for less than 5% of your purchases in 2023.
- Winning the Sub Promo is simple. The market/rep that purchases the most, in dollars, of the products identified will win \$1000.00 US Cash.
- This prize money is separate to the Top Gun Incentive, so one person could walk away with both.



THANK YOU!