



Lords Wines

## Wine for Trade Incentives & Consumer Promotional Schemes



### Who are we?

Established in 1998, Lords Wines is an independent wine merchant specialising in supplying the on-trade and independent off-trade with an exciting range of competitively priced wines. Over recent years we have noticed a growing demand from businesses wanting to use our wines for trade incentives and consumer promotional and incentive schemes.

### What are Incentive Schemes?

With the current economic climate, more and more businesses are realising the importance of incentive schemes in terms of bringing in new customers and nurturing existing ones. Having an effective incentive scheme in place can really help to grow your business revenue.



### Why choose Lords?

- As wine importers of over ten years standing, we guarantee quality wines. Many of our wines are award winners at major international wine shows, a fitting endorsement of their quality.
- We have experience in design and initial concept. Your company brochures, labels and flyers can be included with all of our wine gifts.
- Everything takes place on site. Our warehouse is modern and well equipped, guaranteeing an efficient service from start to finish.
- Dedicated account managers. Our staff are knowledgeable and passionate about our products and always ensure a friendly and professional service from start to finish.



### Why Wine?

Wine has a high perceived value. A good bottle of wine makes a great corporate gift; timeless, elegant and rarely turned down! All of our wine gifts are beautifully packed and distribution takes place on site at our warehouse.

We offer a fantastic selection of wines perfect for everyone and every occasion. We also stock a variety of premium brand Champagnes so please don't hesitate to contact us for our most recent product brochure.



### Where can wine incentives be used?

Incentive schemes can provide effective results in most areas of business. They can be used internally when sales teams reach targets. Additionally, they can help to remind your client or customer of your presence after the business transaction has taken place. By nurturing your customers they will return time and time again.

We have had particularly good feedback with our wine incentives when they are used in the following ways:

- **Holiday Cottage or Villa Rentals.** Wine gifts are left on arrival or departure of a holiday to encourage repeat booking.
- **Travel Agencies.** Bottles of wine are sent out after bookings are made as a thank you.
- **Recruitment Agencies.** Champagne is sent out to the candidate after the agency has successfully placed them in a new role.
- **Sales Roles.** Wine gifts are given to candidates and teams who consistently reach and exceed targets.
- **Distributors.** Cases of wine are often used to incentivise distributors achieving sales targets.
- **Points for Prizes Retail Schemes.** Using our wines within company loyalty schemes, we can tailor our wines to fit within a range of price levels.
- **Referrals.** Wine incentives are often used as a thank you for referring business.

### Wine as a motivator...

If your staff are doing a great job, let them know! Wine is very effective when used in employee reward schemes and can help to motivate and empower your staff. We are able to offer mixed wine cases which are perfect for rewarding business teams.

### Bespoke Service

If you are after something in particular that you would like to offer your customers or employees, please do not hesitate to get in touch. We can offer a bespoke service to our corporate clients and are able to work alongside our Partner Company and gifting business ([www.lordsgifts.co.uk](http://www.lordsgifts.co.uk)) to incorporate additional items such as chocolates, cheeses and an assortment of fine foods into our wine gifts.

### Contact Us

Get in touch with us today to get your Wine for Trade Incentive and Consumer Promotion Scheme up and running!

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