

alluring  
rewards &  
incentives  
await

## PRIZED POSSESSIONS

by Katherine B. Ponder

for EIRO  
Research's  
high  
achievers.



## Imagine

getting a fresh start. This time, you can use all the information and knowledge you've gained over the years. Hindsight is 20/20, after all, and that's an advantage for the EIRO Research team.

The already-successful founders and executives have experience in corporate roles, in building direct selling companies and in working as independent salespeople. They're drawing on their knowledge and their own personal flair for "clean modernism" they say, to create a rewarding system. That 20/20 vision is paying off for company execs, yet the company's associates also say they're getting the indulgences they crave.

"Recognition is absolutely key," says Denise Needham, vice president of field development for EIRO Research. "We're in our early days, but we certainly want people to feel rewarded for their efforts. These independent businessmen and businesswomen deserve to receive as many accolades as they can get for everything they do out there."

With that in mind, the corporate team is pulling together to recognize their associates. The awards will set a new standard for the industry, with luxury and sophistication embellishing every aspect.

### Ready-and-Waiting Rewards

Monetary compensation is always an initial motivator for business partners, but what sets a company apart and keeps associates engaged is how the company *treats* them, company leaders say. For EIRO Research, their associates are the foundation. And the management is ready to reward their efforts handsomely.

"We're trying to keep things clean, contemporary and professional," says Lori Hoffman, vice president of administration for EIRO Research. "You could pull something together and put a flower on it, but we want to be more elegant. We get to shape our culture, and that translates to everything across the board."

The company's rewards and incentives system builds on the founders' vision for a sleek, fresh company. There are many

levels of rewards, Needham says, but each one takes the industry standard a step farther: Every reward is designed to be significant and meaningful to EIRO Research's purpose.

Associates are instantly recognized with personal congratulations for making a wise decision when they join the company. As they move through the different levels of leadership, associates receive commemorative pins to show off their budding enterprises. Certificates also mark significant achievements, giving associates something they can hang on the wall at their home offices. Finally, new advancements are recognized in the online newsletter, at group meetings and on conference calls.

As associates move into the upper echelons of leadership, they gather even more accolades and rewards. "These levels receive exceptional gifts," Needham says. "The gifts recognize the work and achievement required to reach the higher levels. Our management has worked within a successful recognition program before, and we bring that same expertise to EIRO Research. But this time, we will take it even further."

Needham hints a little more: "I can guarantee it sets a new standard for the industry—and it's quite exquisite."

Their efforts piqued the interest of Colleen Murray, one of EIRO Research's first associates. Murray is a veteran of the industry and has been impressed with the inclusiveness of the company's awards. "Everyone loves recognition," she says. "When you think about it, we stop getting recognition when we stop going to school. But we still need it! EIRO Research recognizes all people at all levels. They appreciate everybody."

Murray has watched top income earners in previous network marketing ventures receive cars or other exclusive items. "That doesn't give a lot of incentive to the people who are just coming in," she says. "I believe EIRO Research rewards people at all levels, and sponsors are just as proud to see their team members get awards as to get them for themselves."



“WE’RE TRYING TO KEEP THINGS CLEAN, CONTEMPORARY AND PROFESSIONAL. WE GET TO SHAPE OUR CULTURE.”

—LORI HOFFMAN,  
VICE PRESIDENT OF  
ADMINISTRATION,  
EIRO RESEARCH

## Pack Your Bags

EIRO Research has developed a trip incentive program that is open to the entire sales team—even the very newest associates. Associates qualify by reaching certain activity benchmarks, but it’s possible for everyone to hit those marks, company leaders say.

“Anyone, even if they’re new to the business, has an opportunity to participate with their families,” Needham says. The trip will offer fun and relaxation, as well as the opportunity to get to know other field leaders and spend valuable time among teams. EIRO Research’s corporate team will be on hand to applaud and accompany the “ultimate trip” winners.

For EIRO Research’s top leaders, an elite trip is in the works.

Those at the top of their teams will travel to an exclusive location with other top associates and the corporate executive team, setting the stage for experiences that will bring everyone closer as a team. “It is something people only dream about—to be part of that exclusive group of individuals who have achieved really wonderful success,” Needham says. The trip also allows mentors and budding leaders who have put in extreme effort to reap the rewards together.

## Celebrate Good Times

In this stage of the business, celebration is important for EIRO Research. In addition to its pre-launch event in Dallas, it has set its sights on adrenaline-pumping annual events in the months ahead.

“We plan to hold annual events each year, and a big part of those events is recognition,” Needham says. “We’ll have lots of year-end recognition for all of the key things—sponsoring, sales, mentoring and more. It’s the perfect time to let our associates be on the stage and in the spotlight.”

At the end of the day, when all the confetti has been swept up and the associates return home, EIRO Research’s rewards system helps them create a long-term business. From building sales to extending the opportunity to others, the rewards focus on actions that create solid, successful, ongoing enterprises. “We want to make everyone feel important. By rewarding individuals, we are looking out for their own best interests. We are helping them build something that will be here for years to come,” Needham says.

## Eyes on the Prize

Through each phase of development, corporate executives and associates are building a cohesive team. Because the company is young, each member of the team is in entrepreneurial startup mode and excited to bring their ideas and personal touches to the enterprise. Founders Chris Hausman, CEO, and Joe O’Connor, CFO, are leading the team with a hands-on approach.

“Teamwork is propelling EIRO Research toward its goals, and the company is on the fast track with its rewards and incentives program,” Hoffman says. “The industry will be buzzing as people sign on and feel the difference in this whole, pure, natural company.”

One of their most important goals is to honor their hardworking members. “We want to give people a reason to get up and out of bed every day,” Needham says. “These folks are motivated on their own: They’re not employees, and no one calls them to make sure they’re working. We want to provide a significant, memorable level of motivation and a feeling that their work is valued and appreciated.” **yb**