

Class Notes

Internal Programs—\$10 Or More Per Recipient



Sea-Land Service, Inc.

Objective: To improve cross-departmental communications and increase sales of freight services.

Strategy & Execution: To help sales personnel overcome documentation issues with the operations department, management of Sea-Land Service put Project S.O.S. (Support Our Sales) into place. During their meeting, general managers received an executive pen and were asked to “sign up” and commit to support the program. Upon signing, the GM’s sales representatives received a “launch kit” with a built-in sound chip and featured a toll-free number which sales people could call for help when they had an immediate documentation questions. Also included, was a “penvelope” that included a pen and morse code decoder with copy asking recipients to watch the enclosed video. The video ended with a call-to-action asking the sales reps to call an 800 number for a free pair of binoculars and to begin receiving a series of informative newsletters.

Results: 100 percent of the GMs pledged their commitment to the program, and 24 sales reps acted on the call-to-action in the first week.