



# The DNA of Top Performers:

Insights from Multi-Year  
President's Club Winners



# Participant Overview



**19**  
Professionals



**2** Minimum  
President's Clubs  
Attended



**42%**  
Female



**3.4**  
Avg Trips per  
Professional



**12** years  
Average Experience



**31%+**  
Parents

**15%**  
Europe  
Based

**85%**  
U.S.  
Based

**20%**  
Sales  
Support Roles

**80%**  
Direct Sellers  
& Managers

# Research Methodology



**45** Minute interviews



with  
**19** Professionals



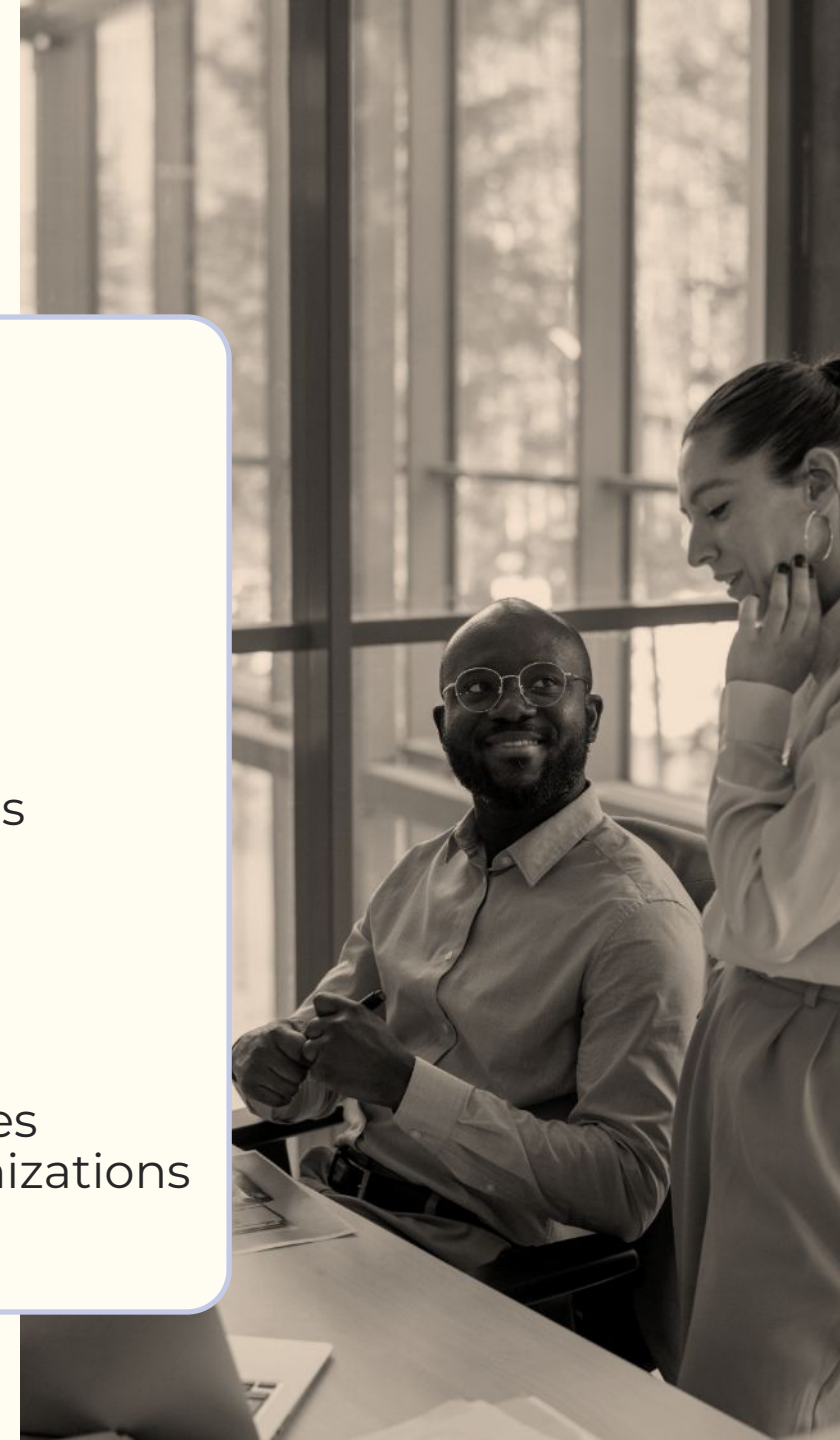
who attended  
**64** Total Club Trips



across  
**29** Different Companies

## Interview Discussion

- 1 Participant's work history
- 2 Favorite and least favorite President's Club trip
- 3 Motivation and performance
- 4 Cultural differences across sales organizations and companies



# 5 Key Learnings

From “Favorite” and  
“Worst” President’s  
Club Trips

**1****Meaningful Executive  
Interaction****2****Unique Destination &  
Excursions****3****Celebrating Individual  
Success****4****A “True Vacation”****5****Create a Cultural Anchor**

# Meaningful Executive Interaction



**The #1 requested missing item from otherwise “favorite” trips was exec interaction**

Surprisingly few top performers had meaningful conversations with executives

” *In a sizable company, you're removed from leadership. You need to spend some quality time with leadership. What gets them up in the morning? Who's their family? What do they like? Who are they as a human being? Culture feeds top down.*



According to Leader–Member Exchange theory, high–quality interactions between leaders and team members lead to increased trust, respect, and commitment which are associated with greater employee loyalty... also **Highly engaged employees are 87% less likely to leave the organization**

*(source: Corporate Executive Board)*

# Creating Meaningful Interactions



## Build Authentic Connections

On a trip rated “a 15 out of 10”, one rep recalled her VP of Sales “letting her hair down” and shopping with the girls.

” *Sales leaders were super accessible. Still talk to friends about the trip, giant rooms treated like royalty.*



## Brief Your Leadership Team

We’re all human and want time to unplug. A simple reminder to your team: this trip is all about the reps, and to be “on” and interactive to create special moments.

” *Exec interaction could have been better. They tended to congregate amongst themselves.*



## Feature — We specialize in preparing your leadership team

Start to finish, we can prepare your executive team to ensure the trip is memorable for all participants, with targeted prep kits, 1:1 materials, and platform content.

# Unique Destination & Excursions



Favorite President's Club trips weren't about the resort.

They were about destinations and experiences far more exotic and adventurous than what top performers would spend on themselves.

” *Bali was extraordinary. Once-in-a-lifetime. It's not something I'd do on my own... It's not like 'hey, I'm going to Bali with my kids this year.'*”





# Destination Selection



## Travel Somewhere Exotic

For U.S. based reps, 100% of “favorite” trips was a destination outside of North America, provided the rep had at least 1 trip outside of North America

” Mauritius... I bet most of us couldn't spell the destination let alone find it on a map

” I can go to Miami any day I want to go to Miami.



## Don't Fret Over Flight Time

Surprisingly, flight time, was never brought up unless we asked about it for “favorite” trips.

” It was awful, it took just under 18 hours... But at the same time it was so worth it. It was a once and a lifetime experience.

” Travel was not easy, but having a reason to go was amazing



## Case Study — The Destination doesn't need to cost more money

ReadyGo helped a client **save 24% per traveler** year over year, while simultaneously going **from North America to Europe** and increasing the stay pattern by a day

# Excursion Planning



## Invest in Activities

Excursions are the most cost effective spend category of the entire trip. They're cheap comparative to hotel, flight, and food, while yielding highest on bonding, immersion, and creating memories.

” Options make a great program. Doing activities. Companies pay a lot of money to get you there. If you're not a spa person, you're [out of luck].



## Balance your Programming

Well designed strike the right balance of feeling full with just enough free time.

” We did 1-2 really special things every day, with downtime and dinners. It was a good mix of downtime and special things versus being stuck at a four seasons.



## Avoid Isolated Activities

Activities that separate the group into six or fewer can diminish the communal aspect of the experience; it's not memorable.

” At golf, you don't see any of those people all day. More people is always better, more fun.

# Celebrate Individual Success



Public recognition with loved ones present created the most powerful memories – more than any luxury experience could. These moments cost nothing but meant everything.

” *I liked the awards dinner. [My first company] didn't do one. I didn't need the recognition, but [my second company] thanked everyone and their families at the dinner. It was a big sacrifice. That's what stood out.*



# Intentional Recognition



## Start with a Bang

Airport arrival welcomes with unique welcome packages send a strong message.

” Getting to the room we had a handwritten note from my VP, a bottle of champagne, and a gift. It was a journal with a tiny printer from your phone and you can take pictures and build your journal on your way around. It was super fun and a great way to start, we still have it.



## Make It Effortless

From arrival to departure, successful trips removed every possible stress point for attendees and their +1s.

” As an attendee, you didn't have to lift a finger – even to get prepared to go. The company was so supportive of individuals and their +1s. It wasn't that the hotel was something you'd never experience in your life. It was just such an easy to attend event.



## Include the +1s

Gather fun information from and about the +1, and incorporate that into the trip. These partner moments frequently made their way into favorite trip memories

Many participants emphasized that their motivation to qualify was driven by wanting to provide a special experience for their partner. As one participant noted, "I'd take the trip for her, not for me."



## ReadyGo's Platform makes this a breeze

We collect fun facts from both parties and help you make it easy to incorporate, surprise, and delight!

# Reps Love Award Ceremonies



## Throw An Awards Dinner

Despite some companies downplaying formal recognition, participants consistently valued well-executed award ceremonies.

”” *At the award ceremony, they called out each rep and strengths of what they had done. I felt really good and proud.*



## Reveal next year's destination at the Awards Dinner

This big reveal creates a powerful moment — for your top performers and for their +1s. It's an excellent way to end the trip.

”” *My wife memorized our KPIs and brought it up at Thanksgiving with my Dad explaining how close “we” were to qualifying for the next club trip.*



## Highlight individual contribution

A dinner without personal recognition misses the point. Top performers notice when companies skip the celebration of individuals.

”” *There were dinners [on our trip], but it was [just] “sit down, here's your buffet”. There was no facilitation of gratitude. They didn't put a top rep up [on a screen or announced, to celebrate their success].*

🔑 A “True Vacation”

# A 5+ Day Vacation

Ready Go



**Time out of the field is unavoidable — but President’s Club can set the pace for the other 51 weeks.**

Research shows more than 50% of club winners extend their trip. We’ve discovered culturally savvy companies truly unplug and celebrate wins.

” *“As reps, we’re hustling all the time, we’re stressed. Getting some downtime together, knowing the ride we had — I don’t want to talk about work all the time. I like being seen from a different angle and letting my hair down a bit.”*



🔑 A “True Vacation”

# The case against a 3 night trip



Time out of the field is unavoidable. Research shows 50%+ of representatives extend their trip, either before or after.



0 of 19 Participants’ “favorite” trips were less than 4 nights.



Trying to get reps “back in the field” is ignoring the incredible cultural, behavioral, and motivational impact for the other 51 weeks of the year.



One rep mentioned a 3 night trip took place over the weekend, and felt completely burned out on Monday.

🔑 A “True Vacation”

## Don't Make Reps Pay

Participants strongly resented unexpected out-of-pocket expenses. Multiple participants shared frustrations about high-end resorts with expensive food and beverage costs not covered by the program:

”

We stayed at Nobu in Los Cabos. Cocktails by pool were \$30. Breakfast was \$40 for scrambled eggs. We're in the middle of nowhere. Company wasn't picking up food. Stuck paying for this where they made me come to it. It's backwards.

”

Company only took care of lunch and late lunch. You were on your own for breakfast, and drinks at the pool. We were at the Four Seasons in Kauai and breakfast was a fortune.

”

All inclusive wasn't as nice from a resort standpoint, but was better. Going to pool and putting 15 cocktails down, not having to have that expense was a better overall feeling.

”

Stipend wasn't enough, a drink at the bar was \$40. It wasn't enough money, and it's a forced trip and it's not fully paid for.



# Create a Cultural Anchor



**Companies with memorable President's Club experiences tend to build lasting loyalty.**

Whether it's the trips or the overall culture, these organizations retain top talent beyond just compensation.

” I’m not loyal really to any other company, and I make more money than I ever would have made there, but I never would have left.

” You were embarrassed to not go. It was special, and felt like family. Once you made it once, you knew what you were in for and you didn’t want to miss it. Created healthy competition. If someone was close, the teammates wanted to get them there.



🔑 Create a Cultural Anchor

# Clarify the Goalpost

Transparency in qualification requirements emerged as crucial. Participants strongly preferred straightforward qualification metrics:



... you make it if you hit your number. Other companies, like [my current company]; it's a pool from people who make it. I like when there's clear cut expectation on who hits.



“At [my last company] it was easy. You hit your number, you go. There were no other circumstances, you hit it and you made it.



[My current company] added another component mid-year: account churning. This is a CS problem but now I'm not eligible for my club trip. It has nothing to do with me and now I'm not doing my trip. Finance gets a hold of it and it makes it more difficult than it needs to be.



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# ReadyGo delivers transformative President's Club experiences



## Motivation

We deliver year-round motivation through strategic trip planning and engagement tools that keep reps focused on the prize.



## Orchestration

From vendor negotiation to on-the-ground logistics, we optimize every detail to maximize value and minimize complexity.



## Access

We unlock exclusive experiences through our vetted network of hoteliers and best-in-class local agencies, prioritizing excellence over misaligned incentives.



**ALEX CLATTERBUCK, CEO**

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TripActions

Uber

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**JOVAN PEREZ, CRO**

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