

From: E.A. Dion, Inc. <annc@eadion.com>
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To: Ann Condon
Subject: Success with Safe Driver Recognition

Dion DIGEST

Creative Jewelry Solutions for Recognition, Promotion and Motivation

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Own the Road with Safe Driver Recognition

As summer begins you may be looking for new outreach opportunities. If you have not yet considered safety and safe driver recognition awards, now is a great time to start.

Trucks are all around us. Our way of life is dependent on drivers safely delivering goods consistently and on time. How can Safe Driver Recognition Programs help? Consider these perspectives:

From the Company's Perspective:

Safe Driver Programs **save companies money**. The average cost per truck accident, as reported by the Federal Motor Carrier Safety Administration, is almost \$150,000. Those with a fatality are significantly more. Potentially even more costly is the public perception of the organization following a major accident.

Safe Driver Programs **provide unique recognition**. Drivers are out on the road, and out of sight most of the time. They don't get the "pats on the back" that other workers receive at the office every day. So it is even more important to recognize their efforts, and to notice when they go above and beyond.

Additionally, there is a shortage of drivers and companies need to find ways to retain those

they have. Employee recognition is **a proven way to help retention** in all industries.

From the Distributor's Perspective:

There is **a well recognized need** for safe driver programs. Any company with a truck driving fleet- whether they are long-haul drivers, or store-to-store delivery drivers - has a lot to lose if they can't keep their drivers motivated to stay safe.

In addition, safe driver programs generally include a **diverse blend of products**. Safe Driver Recognition Programs often include:

- A Miles-driven component (1, 2 or 3 million safe miles driven)
- Years of safe driving
- Supplemental programs like Driver of the Year, Good Samaritan, Summer Campaigns (the highest accident season) & National Truck Driver Appreciation Week

They are **an annuity sale**. Once in place, Safe Driver Programs last - providing you with years of sales revenue.

How Dion Can Help:



Dion has designed and manufactured custom jewelry for numerous Safe Driver Programs. Because drivers are on the road, and not in an office, custom jewelry works well in driver programs. The recipient can take the award with them wherever they go, and the custom branding on the piece will remind them of the value the company places on their efforts. Dion's elite team of Designers and Account Managers can customize a program to fit the specific needs of the customer, with designs appealing to the company and recipients.

Dion is an industry expert in add-a-diamond rings and other add-on jewelry.

Add-a-Diamond rings - where the ring is upgraded with an additional diamond when a driver repeatedly meets a safety goal - are a popular award in Safe Driver Programs. It is also an award that gives a company the best "bang for the buck." Once the initial ring is awarded, the cost for diamond upgrades is nominal. Over the life of the program, the average cost of the award keeps getting lower and lower, making your customer - and his finance dept. - very happy.

Another item popular in this industry is the belt buckle. These can be made upgradeable with a small screw-in insert indicating years or miles of safe driving attained.

Dion can handle the administration.

Dion has handled the administration of a wide range of Safe Driver Programs. The bigger the company, the broader the needs are for program administration. Dion has worked with distributors and their customers, creating custom order websites, customer-specific order breakdown information, handled award letter mail outs, drop shipments and many other administrative duties so the distributor can focus on selling, knowing that their program is being handled efficiently and effectively.



[Click Here for a Non-Branded Safe Driver Sales Flyer](#)

Take a look at your customer base and see if a Safe Driver Program works for them. If they already have a program, find out how it works, then contact your Dion Account Manager to discuss a strategy to get the business.

E.A. Dion, Inc. | 800-445-1007 | info@eadion.com | www.eadion.com

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E.A. Dion, Inc., 33 Franklin McKay Road, Attleboro, MA 02703

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