

Ann Condon

From: E.A. Dion, Inc. <annc@eadion.com>
Sent: Tuesday, August 20, 2019 9:18 AM
To: Ann Condon
Subject: Award Yourself with Upgradeable Sales Award Ring Success

Dion DIGEST

Creative Jewelry Solutions for Recognition, Promotion and Motivation

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Success with Upgradeable Award Rings

What exactly is an upgradeable award ring? Upgradeable award rings are a popular way that companies award their managers and sales teams for meeting sales and other company goals. Upon winning the first time, the recipient receives a ring with no diamonds. When they achieve the goal again, they are awarded a diamond upgrade.

The sales award ring is the ultimate achievement for sales people - particularly in industries where the sales force works outside the office such as:

- Automobiles Sales
- Insurance Sales
- Pharmaceutical Sales
- Cable, Home Theater and Other Service Installers

A sales award ring shows current and potential customers, wherever they are, that the sales person is a true professional. If you haven't already discussed supplying sales award jewelry to your customers, you are missing the boat. You supply them with other products, why not their sales awards?

In addition, upgradeable ring programs offer a host of other benefits for you and your client,



such as:

- They establish a tradition of excellence with a branded link to the company
- They simplify the annual award decision-making process
- They give your client the most value for their dollar, as upgrading is less costly than purchasing other awards year after year
- Upgradeable ring programs offer you an annuity sale that will continue far into the future. Average programs run for over 15 years!



Another benefit - Dion can handle the administration - Dion has handled the administration of a wide range of upgradeable ring 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.

Dion has created an end-user friendly non-branded tri-fold flyer on upgradeable ring programs - including the benefits of these programs, a chart showing add-on stone progressions, etc. Click below for a download. We also have hard copies available that can be printed with your contact information. If you would like to receive some, email Ann Condon at annc@eadion.com and she will mail them out to you.



[Non-Branded Upgradeable Ring Tri-Fold Flyer](#)

Walter Camp Football Foundation Ring of Honor Recipients

Earlier this month, two of football's greats - Tim Brown and Tony Dorsett were inducted into the Walter Camp Football Foundation Ring of Honor at Race Brook Country Club. Dion was proud to be a part of it, as the manufacturer of these prestigious rings through distributor Gerry Barker of Barker Specialty.



The Walter Camp Football Foundation, named for one of the giants of football and who is often called "The Father of American Football," selects and honors individuals in all areas of football who have distinguished themselves, as well as oversees the selection of the entries into the oldest college All-America Football Team and financially supports a number of worthy charities and youth-oriented organizations.



Regarding his Ring of Honor Dorsett stated, "The Ring of Honor, it's a select group of people. I'm honored to be one of them." Brown responded to his Ring of Honor Award with, "Anytime that you can say you were the Player of the Year by a group like the Walter Camp, it shuts everybody up. You can talk about the Heisman and this or that, but the award means just as much to me. These guys do such an incredible job in the community. I'll never forget my hospital visits. That's what it's all about."

Quotes from article by Jeff Jacobs of The Middletown Press, Walter Camp Foundation welcomes Tim Brown, Tony Dorsett into Ring of Honor published August 12, 2019

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