



Carlton Group Launches Hosted 3 in 1 Incentive Engine

P2M™ Site Offers All The Tools, Customers Pay Only For Points Awarded

Carlton Group has launched what it calls the first hosted application enabling Human Resource, Sales and Training managers worldwide, to create and manage their own incentive, training and recognition programs.

Dubbed 'Power 2 Motivate®, the online application enables companies to create a personalized motivation and recognition program, build their own sales incentive and tracking program, and launch their own training application. Real-time tracking and reporting is provided in each application and users pay only for the points they award to their employees— there are no set-up or on-going management fees. The global rewards database – available to ship to 31 countries and in 8 languages around the world – features literally millions of choices, from on-line Travel to Event Tickets to Adventure Get-a-ways to the entire Amazon on-line catalogue...P2M® brings a world of choice.

“The application offers all the power of a fully-managed system, simplified so HR, Sales and Training professionals can easily set up, manage, track and analyze their results,” says Rob Purdy, Carlton Group CEO. “We believe there is a vast market for this type of application, which is ideally suited to meet the needs of every company; large or small.”

HR, Sales and Training managers can visit www.power2motivate.com where a three-minute Flash tour explains the workings of the application. The administrator toolbox located on the site includes all the functions necessary to create and manage 3 systems in one: an Employee Recognition application, a Sales Incentive application and a Training application.

Users can choose from a variety of site design templates or even import their own site design as well as personalize their program with the company logo and images. Tools offered from Power2Motivate include everything from customized achievement certificates to a powerful communications program that enables companies to update their site content as well as deliver customized newsletters and e-notifications.

“Never before has employee engagement and retention been so important. There’s a talent war in the marketplace, and the winners will be those who work to maximize employee satisfaction and engagement,” says Purdy.

Key to any successful rewards program is the rewards themselves and the simplicity of the rewards management system. At Power2Motivate™, the selection is vast however the delivery system is simply the best in the industry with 3-5 day turnaround anywhere in North America and 5-10 days in all other markets. The on-line travel engine translates pricing into points, and performs real-time bookings for anything from a single room night to a last minute dream vacation. The Amazon relationship is another coup for Carlton Group, giving users access to millions of reward items. Another desirable rewards section offers access to event tickets across the globe, members may redeem their

points in real time for sports, music and even arts and theatre tickets for any event in the world!

While Power2Motivate is designed to be completely self-managed, Purdy says he understands that companies will need help with everything from designing the program business rules to updating employee data and existing content, so every client will be assigned a "Motivation Coach" who they can call anytime for assistance. There is no charge for this service.

"I'm extremely excited about what we've created here," says Purdy. "It was a long time in development and it has continued to gain depth and utility. Today we've found an answer to the needs of HR, Sales and Training managers seeking a cost- and time-efficient way to manage incentive, recognition and training programs. Best of all, there are no set up costs and no monthly management fees as Power2Motivate users only pay for the points they award...its that simple.

P2M Motivation Center works hand in hand with **The Training Center** and **Sales Central** to provide businesses with **3** state-of-the-art management tools in **1**. Together these tools recognize, train, motivate, inspire, track, celebrate and reward employees. "Now that's Power," enthuses Purdy. Companies anywhere and any size can embrace the Power by visiting www.power2motivate.com

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