



World's Most Effective Sales Incentive Tool, All New *Sales Central* is Now Available

Toronto, Canada September, 2008 — Now the world's most effective sales incentive program can be created in minutes with **Power2Motivate™**'s launch of **Sales Central**. Gone are the days where Sales managers manually track, hope their sales program announcement is read on the bulletin board, try to launch an incentive that will turn everyone on, come up with an inspiring reward, deliver on time and try to balance the budget.

Carlton Group Limited CEO, Rob Purdy says, " Those days are over! With P2M you are able to create your own website from a template, brand it with your logo and use the **Power2Motivate Toolbox** to create sales incentive programs in minutes. Best of all it's free ... all you pay for is the points you award for results achieved."

Power2Motivate® - Sales Central offers tremendous opportunities to run and track sales incentive programs of any length, with any number of different employee groups at the same time. Employees are automatically emailed to announce campaign launches. **Sales Central** tracks individual sales reps and automatically awards each rep with the points once they reach the predetermined target. Reps see at a glance their cumulative campaign sales targets and points accrual. At any time a major bonus for top performers can be layered on to spark competition.

Sales Managers can access real time reports including web tracking, stats, points issuance and redemption, tax accrual and reporting. All costs can be consolidated into one master budget, or budgets can be divided up by department for total control. To help users maximize the scores of opportunities **Power2Motivate™** provides, a specially trained **Motivation Coach** is available to help with program set-up and day-to-day management. **Sales Central** does all the tracking once parameters have been inputted. Points accumulate for each sales rep as they achieve goals and the more points they achieve, the closer they are to the award of their dreams. That's brilliant.

Find out more by visiting www.power2motivate.com

Carlton Group, with its head office in Toronto, Canada, is a leading, full service performance improvement company serving the needs of Fortune 1000 clients since its beginnings in 1989. In 1999, Carlton Group developed a leading edge on-line incentive management solution called IMS® which includes 3-main modules: Employee Recognition, Sales Incentives and On-line Training. With IMS as its foundation, Carlton Group introduced Power2Motivate® software in March 2007, the world's first truly *on-demand* incentive management solution. Since its introduction, the company has signed licensing agreements with companies in Canada, the US, Europe and South America

and our applications are available in 9 languages and 31 countries around the world. Carlton Group has the ability to deliver on both a domestic and global scale through one of the most sophisticated reward management systems in the world.

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For further information please contact:

Rob Purdy,

CEO, Carlton Group Limited

905-477-3971 ext.227

rpurdy @carlton.ca

www.power2motivate.com