

JCPenney® Incentive Sales

Making incentives, recognition and promotions easy. Unlock the potential.

It's all inside.



Incentives

JCPenney Incentive Sales
800-832-GIFT

Why Gift Cards?

Even though there are thousands of incentive reward options to choose from, companies inevitably return to gift cards. Why?

- The “wow” factor. People get excited when they receive a gift card. Cash is cold and impersonal. A pre-selected award is hit or miss. Gift cards are a guaranteed hit.
- Recipients get to pick exactly what they want.
- They’re a breeze to administer.
- They’re available in any denomination.

And...

Gift Cards can be used for a wide array of initiatives:

- Increasing sales
- Dealer incentives
- Promotions
- Suggestion programs
- Safety programs
- Customer recognition
- Service awards
- Training
- Employee recognition
- Rewarding loyalty
- Holiday gifts
- Quality improvement
- Sales leads
- Build website traffic
- New hire referrals