

## SUCCESS STORIES

TASK: Regional Sales Contest/Game creation  
COMPANY: Coldwell Banker Residential Brokerage  
DATE RANGE: June 2006-November 2006

PROBLEM: Increase sales agent participation in office meetings and listing, prospecting activities through the fall season. Motivate and engage the sales agents in Coldwell Banker's marketing programs and initiatives.

ACTION: Created a game/contest for the WI region to play over 8 weeks. Solicited prizes from vendors to motivate and give incentive for playing. Wrote the rules with senior management. Illustrated the game boards, game cards and all graphical elements and layout of each piece, tracking chart and collateral. Used Illustrator and InDesign for layout and design. Coordinated printing and assembly of 9 complete game packages.

RESULT: Each office tripled sales agent attendance at weekly meetings. Increased prospecting and listing activities improved sales and communications with buyers and sellers. Sales agents learned about programs and tools available to increase their income and time management. The game was recognized by the President of the company and shared with senior management. The game was used as a model and adapted for all Chicagoland Coldwell Banker offices. 65 offices total used the game as a motivational tool increasing agent participation and revenue.

TASK: Design/layout for national book printing  
COMPANY: American Graphics and Design  
DATE RANGE: April 2004-August 2004

PROBLEM: Create an easy to read and simple handbook on a very slim budget for a doctor who wrote a guide for families and veterans with PTSD. The project was being published and funded by the Purple Heart Association and distributed at medical facilities nationwide so it had to be cost effective and easy to read.

ACTION: Worked with the author to create original artwork to illustrate the writings within the book instead of buying costly photography. Created cover design and inside design that used few colors to save on paper and ink cost. Sized the book according to printer recommendations of best size for paper price.

RESULT: The book was so well received and acknowledged by the Purple Heart as 'the' resource for families and veterans with PTSD. The book is now on it's 3rd reprinting and uses the same layout and cover design as the original.

## REFERENCES

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