



True Incentive Selects International Travel Expert to Drive Spanish Language Initiative

Spanish Language Product First of its Kind in Incentive Industry

FT. LAUDERDALE, FLORIDA, USA, November 30, 2015 /EINPresswire.com/ -- [True Incentive](#), a Florida based company that provides incentive based direct [marketing](#) solutions with marketing and sales incentives has selected International Travel Expert Glen Garden to drive its entry into the Spanish Language market with a product positioned to service the largest growing demographic in the hemisphere.



"For businesses marketing to Spanish speakers, the instant affinity with a Spanish Language Product will build credibility and loyalty."

Glen Garden

Glen has nearly a quarter of a century of successful years in the vacation ownership and hospitality arena ranging from entrepreneurial endeavors to being a corporate level regional Director of Marketing for a major international resort developer.

"I am pleased to be selected to kick off this exciting venture. With an increased growth of Spanish as a global form of communication, these products will make it easier for the end user to use. For businesses marketing to Spanish speakers, the instant affinity with a Spanish Language Product will build credibility and loyalty," said Glen.

True Incentives offers combination of tried and true options as well as new and innovative choices that are designed to impact a company's marketing and [sales objectives](#). Land vacations, airfare and cruises are continually updated to reflect market demand.

Garden, who speaks Spanish, Portuguese and English will help customers build incentive based direct marketing programs designed to improve customer loyalty, brand awareness and revenue.

To find out more about True Incentives' Spanish Language Product email Glen Garden ggarden@true-incentive.com.

To learn more about True Incentive visit www.true-incentive.com. Follow on Twitter @TrueIncentive or on LinkedIn/Twitter.

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