

# True Incentive Taps Reggie Nelson for ePerk Division

*National Account Executive to Introduce Online Distribution Platform*

FT. LAUDERDALE, FLORIDA, USA, December 3, 2015 /EINPresswire.com/ -- Reggie Nelson, [True Incentive's](#) National Account Executive, has been selected to introduce the company's new product, [ePerk](#), to the marketplace. True Incentive, a Florida based company that provides direct marketing solutions with marketing and sales incentives will formally launch the product before the end of the year.

According to Drew Brittain, Vice President of Sales for True Incentive "Reggie's persuasive personality and strong background in the vacation industry make him a great leader for this new endeavor. Since he joined us about six months ago he has lead the charge to get a green, easy to use and cost efficient platform ready to take to both consumers and our B2B clients."



Reginald Nelson

"ePerk is an online distribution platform that distributes incentives to any electronic device. Not only does the platform work with any electronic device, it also has robust reporting capabilities, security parameters and nimble flexibility," said Reggie. "The clients who have beta tested ePerk are super excited that it works as an OPC "stopper incentive" as well directly through a consumer's direct online click."

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*Reggie Nelson*

True Incentives offers a 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.

About True Incentive's ePerk ePerk is a SaaS model with state-of-the-art reporting capabilities, security parameters and products that make it easy and cost efficient for marketers to drive consumer

behavior. Consumers benefit from effortless access to an abundance of products ranging from

cruises, vacation packages, hotel stays, gift cards, resort vacations. Marketers benefit from proven products that are delivered electronically, with data captured, usage tracked and results reported in real time. ePerk may also be white-labeled for transparency to be distributed directly from the ePerk platform itself. To learn more about True Incentive visit [www.true-incentive.com](http://www.true-incentive.com). Follow on [Twitter @TrueIncentive](#) or on LinkedIn.

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