

HOW-TO INFORMATION

Designing a Sales Recognition & Incentive Program

There are several elements that are critical to the success of your

Sales/Distributor/Dealer program:

- Establish clear, achievable performance goals
- Take into account what your past programs have been
- Communicate what you want the Sales/Distributors/Dealers to do (their goals)
- Generate excitement about reward opportunities
- Sustain interest through ongoing reminders
- Measure progress toward achieving goals/provide feedback
- Offer desirable reward and recognition to drive goal achievement

Program Structure

There is a variety of ways to design a Sales/Distributor/Dealer program depending upon your organizational structure and budget.

Key factors to consider are:

How will the program be tracked and administered?

How much can you spend? Value of Lift?

Will incremental increases fund the program?

Consider:

The company's perspective: Will the program budget generate a satisfactory return on investment?

The sales person's perspective: If you were a sales person in this program, would you put forth the extra effort required to earn the reward?

How frequently should you reward?

Rewarding more frequently will sustain long-term interest and focus on your incentive program

How long should your program run?

The most successful Sales/Distributor/Dealer programs are long-term (running on an ongoing basis, year after year), not one-time shots

A systematic approach provides the best return:

1. Create a theme that excites the senses and is emotional
2. Establish a communications program that is ongoing
3. Provide status reports and feedback frequently
4. Create custom symbolic awards that can only be earned
5. Include awards that are relevant to your target audience
6. Make the presentations meaningful and special
7. Analyze results and adjust the program as needed

We can help with all of these steps. Our in-house creative team can design a theme and communications materials and our technology platform can handle all the tracking and reporting. Our customer care will provide the follow through that will give you a great experience.



Carl Bonura, CRC

Vice President

504-737-7272

carl@motivoperformance.com