

Case Study: Fixture manufacturer targets sales reps

Situation

A major kitchen and bath manufacturer wanted to promote a new line, without cannibalizing its other existing lines. It wanted to directly reward its dealer sales reps for sales and product knowledge. However, it didn't know who actually sold the product. All the manufacturer knew was how many units were shipped to a specific location. No data ever came back to the manufacturer stating which of the dealers' sales reps actually sold the units. In order to gather this specific sales information, the manufacturer would have to design a program that would allow each sales rep to create their own individual account, so they could claim their own sales. In addition to having the sales reps claim individual sales, there had to be a way to verify/audit these sales.

Solution

Motivation Technologies developed and facilitated one online sales incentive and training program:

- Development of a program website which would allow the sales reps to enroll, claim their individual sales and redeem for awards.
- Website was set-up to allow sales reps to claim their individual sales online via an electronic Sales Claim Form. This form was completed online and the supporting backup sales documentation was attached and mailed into Program Headquarters for verification. Once verified, award points were deposited into the sales rep's account. Sales Reps could see all the details of each sale in their personalized, online account.
- Eligible products were given various point allocations based on the importance of the product to the manufacture's overall goals. Product point allocation and eligible products could easily be changed at any time during the program.
- Sales reps could earn additional points for successfully completing various online product knowledge quizzes throughout the program.
- Certain dealers would not allow individual sales reps to participate in the program due to their company policies. In order to get these dealers to participate, a company account was established for each of these dealers. Reps still made individual claims, however any award points earned would go into a corporate account.
- Monthly eblast were sent to all participants regarding program updates – new eligible products, products with bonus points, quiz information, etc.

Results

This program was deemed a huge success by the manufacture:

- Sales of both existing and new products were up over previous year.
- First time manufacturer had ever attempted to track dealer sales to an individual level.
- Online sales claiming was easy and well received.
- Monthly eblast allowed manufacture to communicate directly with dealer sales forces.
- American Express incentive card was wildly successful.
- Individual sales rep data allowed for easy implementation of future sales incentives.