



## You've Got Mail

### Driving Sales in a Channel Incentive Program through Targeted Communication



#### Situation

Influencing the actions and sales performance of distributor or dealer sales representatives for a manufacturing brand can be a challenge. Their sales are influenced by incentive programs rewarding their sales or other desired behavior. Their loyalty and commitment is more challenging to capture, but one leader in industrial manufacturing renovated their reward program to do just that. One major feature of their new program was a tier system, introducing three levels based on sales that afforded representatives different perks, privileges and rewards for moving up through the tiers. The program renovation was successful, but there was room to improve the movement of representatives from level to level.

**The Goal** – Encourage channel sales reps to reach new levels of achievement through increased sales.

#### Solution

Targeted communications were sent out halfway through the yearly program, informing participating representatives of their current level in the program, as well as what they had to gain or might miss out on based on their current and predicted sales. Non-performers with no sales to date were sent several mailers, notifying them of the benefits they were missing out on by not participating. Another mailer targeted under-performing representatives at risk of losing their status based on their predicted sales. A final series of mailers was sent out to achievers in the program who had room to grow. These achievers were split into

three smaller segments; those in the homestretch of achieving a higher tier, those on pace to increase their tier by the end of the program and those below pace to achieve a higher tier.

#### **Designed for Success**

This campaign updated channel sales representatives on their **Progress\*** and transitioned them from thinking of what they'd done so far to what they would need to do to succeed with specific calls to action.

#### **Results**

Communications to non-performers yielded 407:1 ROI. Over 50 percent of non-performers made sales after the mailer compared to the prior year when only 24 percent of non-performers at the halfway-point made sales by the end of the year. Communications to under-performing representatives had a 367:1 ROI, while communications to achievers with room to grow saw a 68:1 ROI as representatives took action and achieved their target.

#### **Is This Your Solution?**

This campaign could be used in any program where a meaningful segment can be identified and isolated to ensure different segments are addressed to best appeal to their needs, wants and behavior. Progress feedback that is personalized, targeted and future-focused can drive explosive returns.

\*The design principles highlighted are just some of the behavior-based strategies Maritz has created through the application of decades of academic research to the incentive industry. Maritz takes these strategies and designs more effective programs for your business goals and your program members' wants and needs.