

THE CLIENT

Medical Device Manufacturer

INDUSTRY

Healthcare

LOCATION

North America

AUDIENCE

20 Distributors

350+ Sales Professionals

Introduction

Launched in 2004, this channel sales incentive program was designed to increase product sales by multi-line Distributors and their Reps. By centralizing communications, integrating training and offering sales incentives our client would engage their Distributor Reps, gain their confidence, and demonstrate their brand's value proposition. In return Distributor Reps were motivated to sell their products.

The Challenge

The client wanted to boost product sales throughout their Distributor sales channel. Given the intense nature of competition for rep attention, our client recognized the importance of having a unified channel strategy that included consistent communication, product training, and incentives. Our client needed a centralized, web-based system for Distributor Reps to easily access the tools they needed to successfully sell and be rewarded for their performance.

THE CHALLENGE



Company sought to improve Distributor and Rep engagement with their brands with the goal of increasing product sales.

RewardStation[®] for Channel Incentives

Together with our client we determined their business requirements, functionality requirements and the critical success factors and metrics. RewardStation's flexible, component-based design was configured to meet all of their needs.

THE SOLUTION



A portal for centralized communication, training, and sales promotion participation, combined with incentives for strategic sales of the client's products.

- Participant self-registration
- Company and product-branded website
- Targeted website and email communications based on participant profile
- Hosted product training library and quizzes
- Criteria flexibility and bonus promotions by product, by rep type and by distributor
- Self-reported sales form and validation process
- Award catalog that appealed to broad audience demographics and excluded competitive brands

THE RESULTS



Distributor Reps are highly engaged with the company and its products.

Distributor sales have increased 8%, from 32% to 40% of total product sales.

Product training has been reduced from 2 months to 2 weeks.

Improved data and analytics result in more effective promotions.

Using RewardStation our Client has effectively engaged its distributor's sales reps and increased sales through their valued partners. The company has complete control over its brand presence, centralized its program and promotion management and enhanced its reporting and analytics. As a result, product teams use the program and sales data to improve their promotion delivery and overall effectiveness.

Today reps are quickly informed about, trained on, and rewarded for their support of the company's strategic priorities and products. Reps enjoy the rewards for their efforts when they redeem their points in the award catalog filled with premium, name-brand merchandise, reward cards, books, music, individual travel and event tickets.