

Case Study:

Distributor Sales: “Moving the Middle”



Situation:

The client had been operating a production program that award a cash payout. This was proving to be ineffective in growing sales. Knowing that other distributors were seeing increases in their product line sales, this client wanted to come up with a new approach to increasing the sales through their distributor channel. The top producers has solid results, this client wanted to focus on how to move the “middle group” and drive sales.

Solution:

Perks.com conducted an assessment of all distributors. Results of the assessment showed the greatest opportunity for improvement was with the bottom and middle distributor tiers. Tiers were set up for the various performing groups to compete against each other. Through the use of creative communications, and the use of tangible awards our client positioned itself to engage and motivate their distributors. The distributors were enrolled through their client sales reps. Points were awarded for selling a established number of products and double points one an target production goal was achieved. A “jump start” program was included in this solution for this first month of this campaign.

Results:

Results of this program were outstanding. The performance data also captured during this campaign will position this client to implement even more productive campaigns in the future.

Overall production was up 19.5% and performance of the middle group increased significantly.

“I feel that the Perks Team is great in bringing forth new ideas to better equip our programs for success.”

Clients VP of Sales