



SALES INCENTIVES

THE IMPACT OF NEW
TECHNOLOGIES AND
REWARDS



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QUICK TAKE

New technologies and rewards solutions are heightening the ability of sales and marketing leaders to motivate and engage sales channel members and increase sales and loyalty. Available now are more robust, flexible, and scalable rewards platforms that allow sales management to better analyze what's happening in the field and quickly change promotions to motivate actions that drive sales performance. In general, the best new technologies offer:

- Higher configurability, offering the ability to initially customize a new platform to a client's sales channel hierarchy, incentive needs, and brand tenets
- Significantly more flexibility to run multiple promotions and to quickly change promotions in reaction to market and channel conditions
- Seamless integration with third party CRM, POS, and LMS systems
- Actionable analytics and dashboards to support

improved decision-making and ROI

- More powerful gamification and social media tools

NEW TECHNOLOGIES ARE CHANGING THE SALES INCENTIVE/LOYALTY BUSINESS

The explosion of rewards platforms that offer incentive functionality has given sales leaders an unprecedented number of choices when designing or updating their sales incentive programs.

“**SaaS solutions now dominate the market and offer many options for managers who are seeking the right technology for their sales teams and channel partners.**”

Arguably the best and most exciting place to start reinvigorating incentive programs is by changing to a new incentive platform that offers enhanced opportunities to reach, incent and inform every member of a sales channel. Let's look at what's happening in the market.

CONFIGURABILITY, FLEXIBILITY, SCALABILITY

Many existing SaaS incentive platforms are inherently challenging to configure for specific client promotion needs, difficult to modify quickly (and inexpensively), and lacking in the right analytics and dashboards. But entirely new performance technologies, like WorkStride, are architected to offer

sales and marketing leaders sites that are:

- Highly configurable, offering the ability to initially customize a platform to a client's sales channel hierarchy, incentive needs, and brand tenets
- Flexible, allowing sales administrators -- in a day's time -- to build and deploy new sales promotions to react to market or channel conditions and then to turn them on and off to meet market needs
- Scalable, to quickly allow new functionality to be added to handle new programs, new channels, new products
- Powerful for administrators, allowing them to quickly and easily build and run multiple promotions to different audiences, with different objectives

ACTIONABLE ANALYTICS, REPORTING TOOLS AND DASHBOARDS

More robust reporting tools provide granular, actionable sales data and analytics, delivering channel and market intelligence that enables rapid program changes in response to market or channel conditions, including:

- Reporting content and dashboards designed specifically for clients' data needs
- Participant views, allowing participants to view stats in real-time dashboards, personalized with the right information for each level of

your sales management team and sales channel members

- Capabilities for users to perform self-reporting of sales activities, access real-time leaderboards, manage rewards fulfillment and do detailed reporting with personalized dashboards
- The power to capture and verify participant and sales data for all channel members, including those who were previously impossible to target due to lack of contact information
- The ability to run competing trial promotions to quickly identify best-chance promotions
- Integrated Google analytics to track participation and performance metrics

INTEGRATED PLATFORMS

Sales leaders can now seamlessly integrate virtually any sales functionality or tools on a single powerful platform, including:

- Third party CRM or POS systems, like Salesforce or Lightspeed, to receive sales information on a real-time basis. If participants enter their own sales activities, you can check that data against your internal sales data before you distribute awards
- Sales content in video and PDF formats
- LMS sales content so that courses may be tracked and rewarded
- Standalone e-learning sales training content and quizzes

Ultimately, platforms like WorkStride seamlessly integrate and house all of a client's promotion, training and learning materials (videos, sell sheets, brochures, training modules, etc.)—resources that currently may be located on separate sites or in multiple online locations.

“**The ultimate goal is to create one resource where users can find their performance information and access training tools to foster continual improvement.**”

Typically included are:

- Functionality to host and display every type of promotion and support media
- An administrative console for uploading pre-defined content templates
- The ability to assign mandatory content-review dates/reviewers to foster efforts to keep content fresh and relevant

SOCIAL MEDIA AND GAMIFICATION TOOLS

Today's social media tools improve participant engagement, leverage recognition and drive performance. Examples are:

- **Leaderboards** that allow participants to track their performance versus peers in real time, stoking competitive fires
- **Badging** to promote

growth in sales knowledge and performance

- **Spot Recognition** tools that empower managers to instantly recognize sellers for behaviors that drive sales
- **Social Recognition** boards where sellers can see and comment on peer sales and recognition achievements

SOCIAL SHARING TO IMPROVE SALES SKILLS

New social media functionality makes it possible to identify best sales practices and business improvement ideas and disseminate those findings throughout the sales channel, empowering other sellers to internalize them.

This application leverages the “wisdom of the crowd” by capturing best practices via an online peer-to-peer competition and motivating and rewarding sellers to share knowledge. There are two steps in the Best Practices Competition:

Best Practices Collection and Validation

- A sales or business question or topic is presented to users
- Participants are invited to propose ideas that address a specific sales, key performance indicator (KPI), or business need/problem/opportunity
- The resulting ideas are peer reviewed and ranked

Publishing the Top Ideas

- Once the ideas are reviewed and ranked, the

strongest rise to the top

- Top ideas are published in a Best Practices area of the site for other users to access and to share additional ideas
- The Best Practices library can house the top ideas for all questions asked to further enable learning and improvement; within the library, each Best Practice can be tagged for specific KPIs and displayed within the toolbox as a resource for improvement

THE GROWING IMPORTANCE OF PROMOTING INCENTIVE PROGRAMS

Supporting sales channel incentive programs with a viable promotion and e-learning strategy is often the difference between incentive success and failure. As participants are bombarded daily by emails, it is critical to promote and support incentive programs often and to employ a mix of communications media, including:

- **Promotional Media** - Printed materials, mailers, videos, e-blasts, voice mail blasts and personalized URLs
- **Learning Tools** - E-learning modules, train-the-trainer programs, gamification, and in-person training
- **Support Materials** - Sell sheets, brochures, site communications and presentation tools

BETTER REWARDS SOLUTIONS

The long-standing model for incentive rewards fulfillment

included a 2,000 rewards collection stored in a vendor warehouse. While this rewards approach worked for many years, the purchasing habits of Millennial generation members—who make up 65% of internet users—are driving tremendous changes in incentive rewards offerings.

Fully 80% of Gen-X, Y and Millennials purchase online, and they have been vital to the success of Amazon and other online shopping portals. This group desires, and is comfortable with, selecting from an assortment of choices that number not in the thousands, but in the millions. In fact, surveys indicate that a wide majority of today's salespeople prefer these new "shopping" experiences over traditional, overpriced rewards offerings.

Highlights of new rewards solutions include:

- A Universal Gift Certificate model that delivers a 30% to 50% savings, compared to traditional merchandise or points programs
- Amazon-like shopping solutions that offer millions of reward choices plus 20% to 30% savings over traditional rewards offerings
- Online or in-store shopping options that provide employees with a more exciting and expanded rewards selection process
- The addition of travel, experiential and entertainment reward options

SALES INCENTIVE THOUGHT LEADERSHIP

New technologies are the result of teaming fresh thinking about sales channel incentive and loyalty programs with the technical know-how to turn that thinking into powerful, flexible sales platforms. Today's technology-driven solutions do a better job of engaging, motivating and educating salespeople, while providing sales and marketing leaders with the data and functionality to capitalize on market opportunities.

In today's world, leaders need flexible, agile and nimble solutions that can be changed on a dime. It's exciting to consider that the same teams that created these new technologies are also available to consult, offering a fresh look at

clients' channel-member targeting and expansion, rules writing, market analysis and ROI support.

SUMMARY

Thanks to robust new incentive technologies like WorkStride, powerful web-based applications, specially designed social media tools and next-generation rewards solutions, sales and marketing leaders are realizing 20% to 50% more value from their sales incentive investments. New technologies and tools improve sales results, reach more sales channel participants, spread sales best practices, and much more. There has never been a better, more exciting and more

profitable time to re-imagine your organization's sales channel incentive programs.

INCENTRA helps you create effective, scalable and affordable rewards programs and platforms that spark employee engagement, performance and sales growth, while building a culture of happiness and performance. Here's what we deliver:

Personal and Objective

Consulting – Uncovering the everyday opportunities to create a performance culture of passionate employees, salespeople, and leaders.

Customized Solutions – Creating technology-driven rewards solutions customized specifically to meet the distinct needs, conditions and brand tenets of your organization.

Technology That's Faster, More Scalable, and Affordable

– Delivering technology like *WorkStride*, the most powerful, configurable and scalable rewards platform.

Ease of Use for Every Stakeholder

– Empowering employees, managers, and administrators to confidently and effectively lead the recognition and incentive effort.

Critical Communication and

Training Support – Building communications and training

INCENTRA, INC.

67 East Washington Street
Chagrin Falls, Ohio 44022
(800) 662-4817
(440) 247-5414

solutions@incentracorp.com
www.incentracorp.com