

# Designing a Successful Channel Incentive Program

*Turn up the volume*



When it comes to navigating the channel, you need partners you count on to help you move your products effectively and efficiently. But how do you design and implement an incentive program to get them to buy in? It's all a matter of asking the right questions.

## Why do I need a Channel Incentive Program?

- Strengthen your channel partner relationships to help move your products more effectively
- Identify and target the managers and salespeople who are the most valuable points of influence in your channel
- Increase channel-wide engagement to increase efficiency at all points
- Give your partners another reason to do more business with you
- Measure your channel's mindshare
- Survey your channel partners to gain valuable insight into their operations
- Build channel unity with the integration of an overarching partner portal
- Track trends with analytics to measure successful endeavors and/or products

## How do I choose the right Channel Incentive Program?

When choosing a program to implement, you must have a clear understanding of:



### Your sales objectives and goals

What are the measureable results you are looking to achieve?



### Your audience

Who are you looking to have meet your objectives (Manufacturer Sales Reps, VARs, Distributors, Wholesalers, etc)?



### Your budget

Is the budget for the program open ended or fixed?

## How does a Channel Incentive Program work?



**Identify** and target key performance indicators (KPIs) in your channel using a steps-to-the-sale approach



**Create** an incentive strategy that rewards for reaching defined KPIs



**Communicate** regularly and with consistent messaging



**Measure** progress and regularly update participants on their status



**Analyze** results and modify the program on an on-going basis to ensure continued engagement and success



**Reward** goal achievers/overachievers

# What are the necessary components for my Channel Incentive Program success?

Differences in Channel Incentive Programs will usually be determined by how a particular organization goes to market in their channel: Direct, Original Equipment Manufacturers (OEMs), Value-Added Resellers (VARs), Private Label, Retail, etc. Here are some general rules for Channel Incentive Program success that should apply no matter the distribution channel:

## Communicate clearly and often

The most innovative program in the world will fail without effective marketing and communication

## Keep your program fresh

Short term promotions (60 – 90 days) can drive short bursts of excitement and activity

Longer term programs are great too, but you MUST keep the program top of mind with consistent communication and occasional disruption (i.e., learning initiatives, incremental sales, sweepstakes, etc.)

## Don't skimp on administration and analytics support

Claims processing, multi-campaign management tools, incentivized LMS, etc.

## Offer multiple types of reward systems

Funded at different levels based upon the desired reach

## Target key performance indicators (KPIs)

## Utilize a Steps-to-the-Sale (SttS) approach

Focus on the pathway that leads to sales

## Include a minimum threshold to qualify

Keep your budget in mind when calculating this threshold

## Tools & Solutions

Group Travel

Frequent Buyer, Incremental Sales, and Learning Initiatives

Warranty Administration

Claims-based Processes

## How will HMI work for you?

When you call on HMI for incentive solutions, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

The key to achieving success and keeping our promise to you is the **HMI Excellence Approach** – a four-stage process to ensure excellence and lock in results.



## HMI Excellence Approach



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

**Ready to go?  
We're here to help.**

Visit us online at:  
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