



What We Do / Incentive Programs / Sales Incentive

Sales Incentive

Energise your sales team and channel partners to help you clear stock, launch a new product, improve customer conversion and increase market share over the long-term.

Tactical and strategic

Sales incentives are a powerful tactical tool to engage and motivate people to meet short-term performance goals. As a strategic tool, sales incentives help you build a skilled, knowledgeable sales force and gain a competitive advantage through your distribution channel and down to the point of sale.

[Speak to your channel partners](#)

Extending your incentive program reach through your distribution channel has both long-term and short-term benefits. Creating a direct link to dealer principals, sales managers and the front-end retail sales force offers easy opportunities for two-way dialogue with the people who most directly influence consumer sales.

- Launch new products
- Improve product knowledge
- Polish selling skills
- Raise effectiveness of the retail sales force
- Increase sales

Move product fast with a Sprint

A [Sprint Sales Incentive](#) is a short, sharp tactical program used to drive specific sales goals like year end stock clearance, or new product introductions.

- Boost sales up to 25% over 6-12 weeks
- Simple measurements
- Quick to launch
- Fast results

