



A wake-up call for a lethargic market

One of South Africa's leading internet and email service providers was aiming for an ambitious increase in average monthly sales.

The challenge

The client's holding company spanned a total of 50 countries, delivering services and entertainment to millions of consumers. The key challenge was to target sales and marketing efforts towards the local market – taking into account that only a small percentage of South Africans were potential online customers.

Our involvement

Achievement Awards Group implemented a Channel Incentive Program to motivate staff throughout the country's distribution channel:

- Participant and organisational needs were assessed and the program designed accordingly.
- The program targeted all levels of the distribution channel; from retailers to sales representatives, managers and administrators.
- Support staff were incentivised to provide superior after-sales service.
- Participants were given regular product information to support more knowledgeable sales.
- To maintain momentum after the program launch, regular communications were sent electronically. Participants used a quick, easy and integrated online system for registration, sales claims, account access and award orders.
- The program website was updated weekly with relevant information to maintain interest.
- Short, snappy emails were used for tactical information such as program goals, information, statements and bite-size motivational messages.
- The program was constantly evaluated and feedback regularly provided to the client.

Results

- Within one year, the client achieved a significant and sustained improvement in sales.
- Relationships with channel partners improved, while brand awareness and product expertise increased within the distribution channel.

Vital statistics

Product category:
Channel Incentive
Program



Number of participants:
100 - 1 000

The Science and Art of Business and People Performance

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 Sales & Channel Incentive Programs