



Making sales everybody's business

When this leading South African integrated communications operator needed to counter growing competition, they rallied the sales might of 33 000 employees to help increase sales revenue, strengthen customer loyalty and reinforce market leadership.

The challenge

The client's objectives were to increase sales revenue through non-sales staff lead referrals, strengthen product penetration and secure customer loyalty. Success depended on improving staff product knowledge and driving active participation in the initiative.

Our involvement

Achievement Awards Group developed an incentive program designed as a series of short-term sales 'sprints' – periods in which specific targets were set and performance rewarded accordingly. The program was rolled out nationally to 33 000 employees, excluding sales staff already responsible for meeting sales targets.

- Employees were encouraged to identify and refer potential leads for specific product sales. For example, equipment and cabling in a new office complex or upgrades for a business relocation.
- Employees phoned referrals into program call centre agents, who passed the information to the appropriate sales person.
- If the lead resulted in a successful sale, everyone in the internal sales channel earned incentive points – referring employee, call centre agent, customer representative and corporate account manager.
- The program was set in motion with a complete launch kit that set out objectives, explained the rules and introduced a range of exciting merchandise and travel incentives in a customised Online Catalogue of Awards. A letter of encouragement from the company's Chief Marketing Officer put a strong stamp of executive support on the program.
- The continuous rollout of product focused 'sprints' was extremely effective in maintaining momentum. Recognition certificates and special branded premiums were awarded for performance 'above and beyond' the norm.
- Top performers qualified for a Group Travel award.
- Program results were measured against monthly referral and revenue targets.

The Science and Art of Business and People Performance

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Results

- The program was incredibly successful and produced an impressive **178%** accumulated Return on Investment (ROI).
- Initially conceived as a short-term sales drive, the program proved to be so popular and effective that it was renewed and continued for a further three years.
- The success of the initial campaign led to a strong, productive partnership between the client and Achievement Awards Group and the steady roll out of new, innovative strategies for the duration of the program.

Vital statistics

Product category:
Channel Incentive
Program



Number of participants:
20 000+

achievement
awards
group