



# Shooting sales and market share upwards in an ultra-competitive industry

In a very competitive market, our brief was to drive market share growth across the client's channels of distribution nationally - achieving fast, short-term sales increase and driving long-term brand loyalty.

## The challenge

South Africa's telecommunications market is extremely competitive, and incentive programs prevail. Achievement Awards Group was briefed to design one that would stand out, motivating 6 500 channel sales consultants, sales managers and dealer principals, nationally.

A key challenge was driving a complex goal: to switch-sell overall, upsell to more advanced product models, and simultaneously, focus on a more select range of products.

## Our involvement

We designed a multi-faceted Channel Incentive Program for channel staff and management, following a simple guideline: pull out all the stops to engage and delight program participants.

- The program kicked off with a high-voltage, multimedia launch with celebrity guests, live interactive performances, and dazzling prizes distributed in a lucky draw
- Communications were relevant and entertaining: messages were short and sharp, using print and digital platforms suited to Generation Y program participants
- Later, a fully interactive social networking tool was developed for participants, with an overwhelming take-up and usage rate
- Participants received *AwardPoints*<sup>™</sup> (program reward currency) for completing product training
- Product information podcasts were produced for easy web access
- 10 000 high-end awards – including the client's own products – were selected for their emotional appeal to savvy, brand-conscious, tech-focused participants
- Awards included group overseas trips to top destinations such as Brazil, Zanzibar, Spain (Barcelona) and China (the Beijing Olympics), amongst others.

## The Science and Art of Business and People Performance

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## Results

Within a short period of time, the program funded itself entirely. Sales figures increased dramatically, in turn increasing the incentive budget and maintaining a positive Return on Investment (ROI).

- **53%** increase in sales over target in a 6 month period
- Over five years, the client's market share increased from 5% to **29%**
- The social loyalty module of the program enjoyed an overall engagement score of **79%**
- Participants rated it as the best program of its kind, and the client used Achievement Awards Group's program as a benchmark for its programs internationally.

## Vital statistics

**Product category:**  
Channel Incentive  
Program



**Number of participants:**  
1 000 - 10 000

achievement  
awards  
group

 Sales & Channel Incentive Programs