



# B2B Loyalty

Build lasting sales partner relationships with a B2B loyalty program. Engage, motivate and reward the people who support your offering.

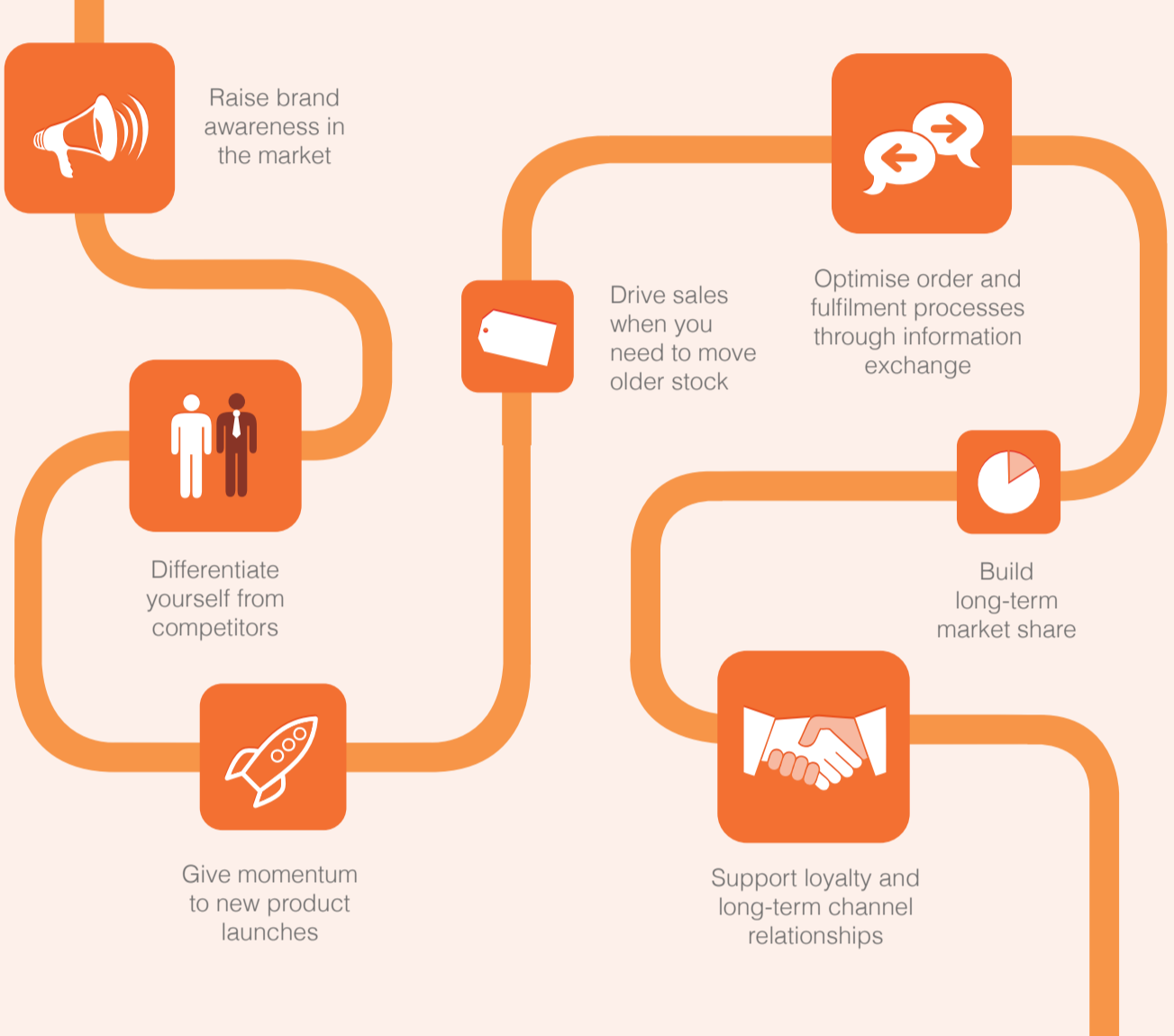
Motivate your dealers, resellers and retail partners to be as passionate about your products as you are. Win their hearts and minds, reward loyalty. You set goals, engage interest, motivate performance and reward success.



Attract new customers, increase sales, secure market share. Forge the mutually profitable relationships that promote long-term loyalty and ultimately give you a competitive edge in the market.

## How it works

Keep your product top-of-mind and top priority for the people you need to drive your products through to market.



We work with you to develop a B2B loyalty program that will help forge the long-term business relationships that drive your success.



Understand and analyse your business goals



Segment your customers



Design and launch a program to excite and engage



Monitor individual progress, communicate regularly, reward attainment of goals



Provide progress reports and feedback to you



Stage events to recognise and reward outstanding performance



Organise networking events to support loyal relationships



Design conferences and learning opportunities



Provide online catalogue, support and tools to reinforce business partner relationships

### We tailor a rewards offering relevant to your needs:



Our Online Catalogue of Awards features over 10 000 merchandise, travel and experience awards.



It provides a wide selection of high-end privilege awards.



There are unlimited shopping choices with the AwardsCard™ valid at any MasterCard™ retailer in South Africa.

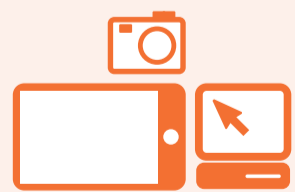
## Why Achievement Awards Group?



Run more than 1 000 successful campaigns for high-profile clients in dozens of industries



Design, develop and manage program from start-to-finish



Wide range of awards with a solution customised for your needs: Merchandise, travel, experiences, privileges and AwardsCard™

## Food for thought

"Benefits to loyalty innovation in the supply chain: Increases opportunities for inventory management, reward and manage SKU's better, understand customer purchasing behaviour to help make decisions that can reduce industry costs."

Find out more  
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