



Channel Excellence Program

An incentive approach to measuring and matching brand standards across your sales channel, franchise network and business units. Motivate and secure consistent performance and continuous improvement.

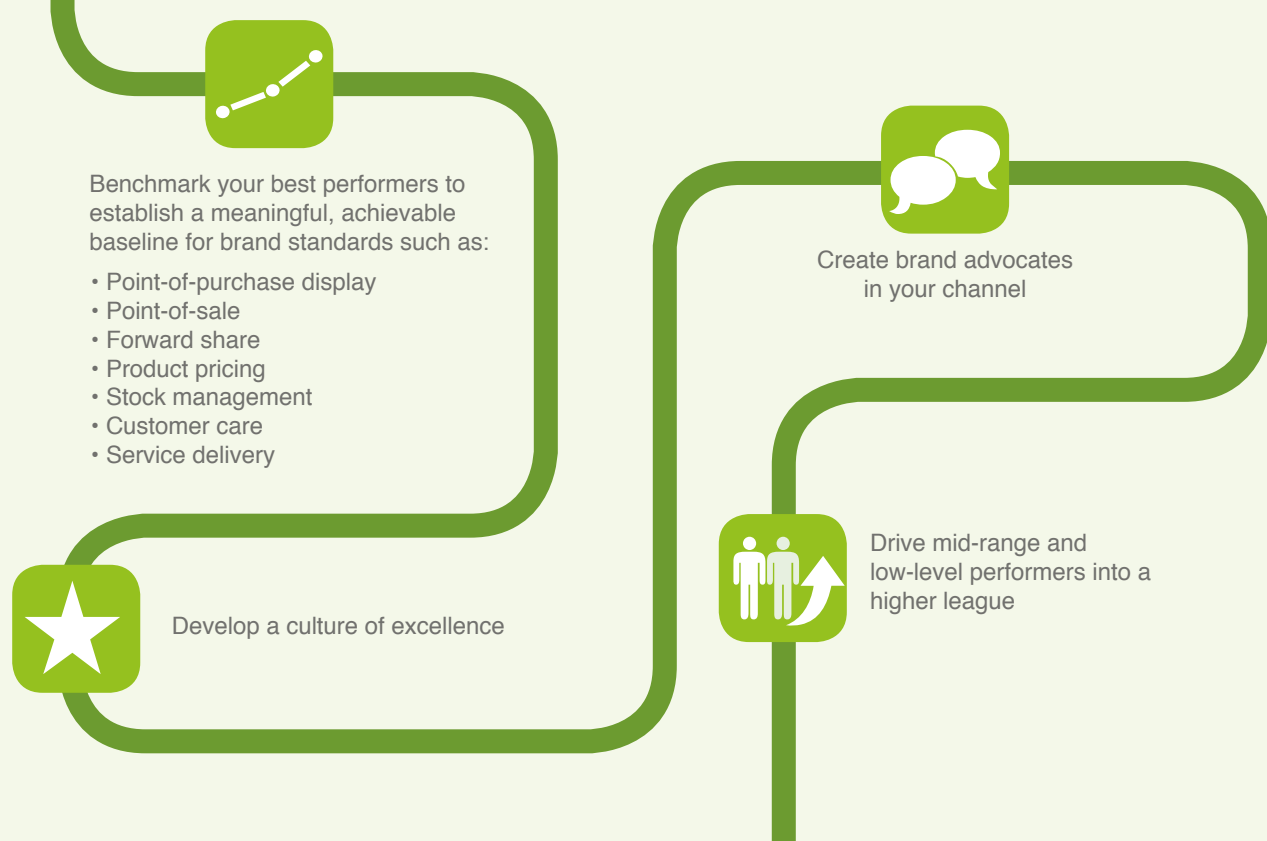
A Channel Excellence Program helps you lift your company's overall performance by raising the bar on performance standards across your channel partners' outlets. Weighted measurements define the ideal standard, emphasising sales, profitability, merchandising, pricing, customer service, operations, training and compliance.



Incentives engage people to perform. Regular assessment helps maintain consistency as your business grows and develops. The result is continuous improvement and market growth.

How it works

A Channel Excellence Program helps you manage and motivate continuous improvement across multiple disciplines. A consistent brand message supports consistent market growth.



Systematic design approach

A Channel Excellence Program is tailored to your specific needs and developed through a systematic approach based on international best practice.



Online Catalogue of Awards can be customised for your program
AwardsCard™ reward system offers individual shopping choice at any MasterCard™ retailer

Why Achievement Awards Group



Our Channel Excellence Program is based on a systematic design methodology that identifies critical criteria, and formulates the detailed metrics linked to achieving goals and producing the business results you want

Successfully run large-scale Channel Excellence Programs across multiple industries with outstanding results

Awarded 'best in class' in selected industry segments

Experience, expertise and capacity to deliver all program elements

Food for thought

Channel Excellence Program produces results for an FMCG client:

- Ranked as S.A.'s most successful retail relationship initiative
- Program expanded fourfold in 7 years
- Steady market share growth despite new entrants

Find out more
Email info@awards.co.za
or call us on +27 21 700 2300