



# Channel Incentive Program

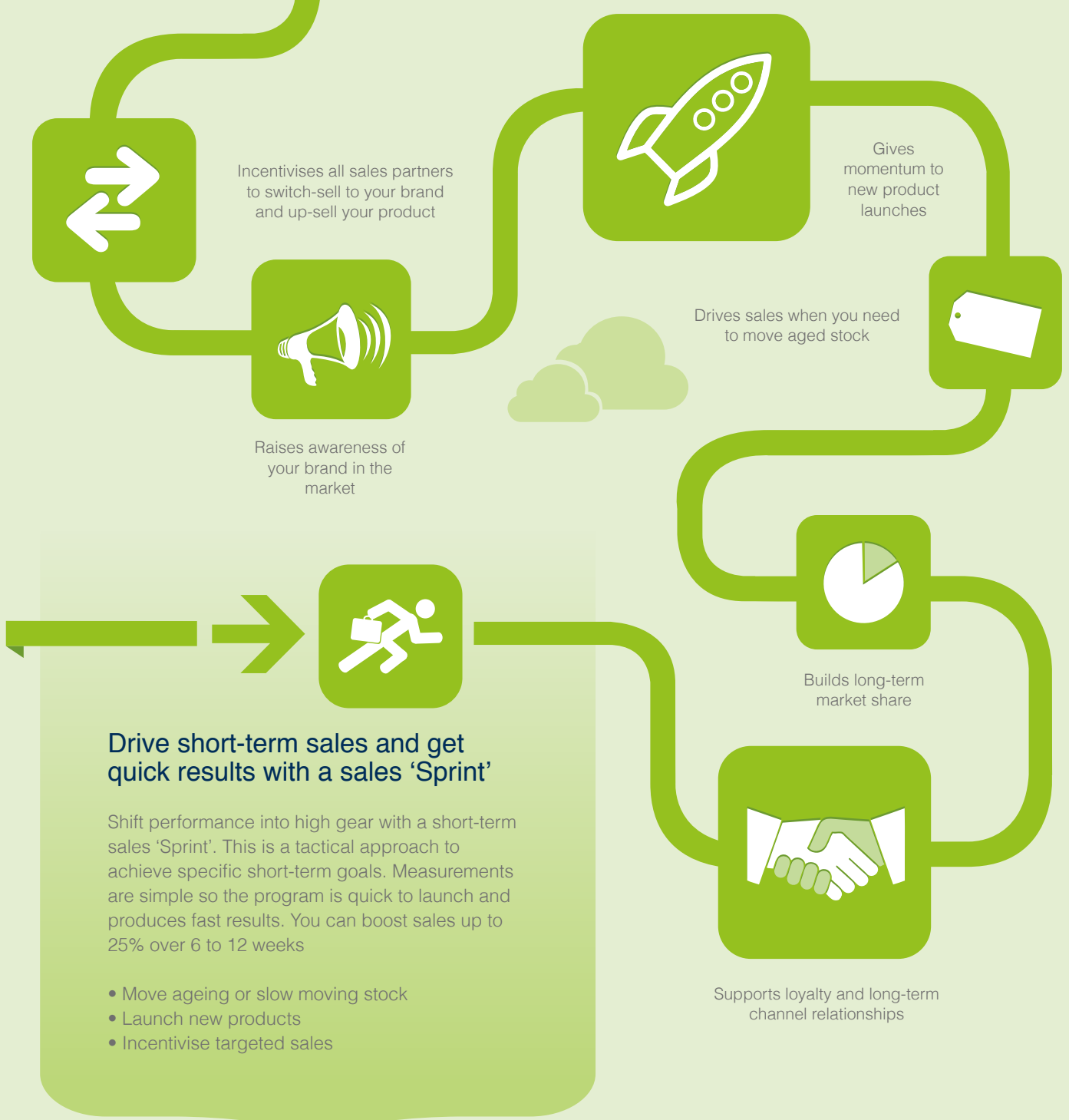


A channel incentive helps you motivate your dealers, resellers and retail partners to be as passionate about your product as you are. Fundamentally, it helps to forge the mutually beneficial relationships that promote long-term loyalty, which ultimately gives you a competitive edge, securing more market share.



## How it works

A channel incentive program raises your profile with the people you need to drive your products through to market, support your long-term and short-term sales goals and achieve results.



## What we do

### Long-term strategic or short-term tactical

Whatever your sales goals, we create an incentive program to engage, motivate and reward every sales partner in your channel.

Understand and analyse your sales goals

Design and launch an incentive program to excite and engage

Monitor individual progress, communicate regularly, reward performance

Organise networking events to support lasting relationships

Provide progress reports and feedback to you

Stage events to recognise and reward performers

Design new product launches

Provide intelligent and accurate sell-out data

## Rewards



Select from more than 10 000 product, merchandise and experience awards featured in our Online Catalogue of Awards



Unlimited shopping choices with the AwardsCard™ valid at any MasterCard™ retailer in South Africa

## Why Achievement Awards Group?



## Food for thought

A channel incentive drives performance for telecommunications client:

- Entirely self-funded within months of launch
- Maintained a positive ROI
- 53.6% increase in sales, over target in a 6 month period
- Market share increased from 5% - 29% over 5 years

Find out more  
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