



The Absolute Must-Have, Never Fail Incredible Components of a Successful Channel Sales Incentive Program

In-direct sales reps are responsible for driving your revenue. So how do you motivate them to lead with your products over the competition?

We all have incentives of some kind in place, but how do you ensure they are eliciting the right sales behavior?

The challenge for many channel program managers is not understanding the “must have” pieces of an incentive program.

They need guidance on the ways these pieces come together to compensate, engage, retain, and encourage their channel sales reps.



Rich Engagement

You need to develop engagement and context within your incentive program. **Why?** Because channel reps need to understand why they should sell your product, beyond putting money in their pocket.

There are different motivators at work than there are with internal sales staff. It is not the same dynamic with channel reps.

You need them to present your products and services over all the other competitors, so they need to be equipped and compensated accordingly.

HOW DO YOU DRIVE THIS NEEDED ENGAGEMENT?

- **Training through gamified & prescriptive learning to improve understanding about the product.**
- **With a platform where you can distribute crucial information to reps through email, newsletters, video, social media and promotional campaigns.**
- **Through one-on-one communication capabilities with targeted messaging that makes contextual sense for every rep wherever they are.**



The Right Mix

Managing a full spectrum incentive program is difficult on your own because it's not just about the money or offering a prize promotion for new AirPods.

Incentives work when they are a broader engagement and communication strategy that helps you fulfill your rep's every need.

- The most common incentive is based on sales. You can tie the rewards to sales volume, margin targets, or other metrics, and offer rewards including cash, merchandise credits, gift cards, or special events.
- Pick merchandise rewards that make sense for your industry. Consider today's multi-generational workforce and offer a range of incentives that appeal to millennials who now make up over 50% of the sales workforce.
- SPIFs. These are funds that go right to the seller of certain products, incenting your reps to position your solution over a competitor. SPIFs are ideal for new products or short-term sales boosts. You should make sure they're offered for a time period that balances results with the increased payouts, so use them strategically. You can also use SPIFs as a reward for reps who complete product training, earn certifications, go to a tradeshow, or perform other desirable actions.
- Loyalty rebates are a great tool to reward buyers and motivate your channel reps to secure more sales. The flexibility of an engagement platform is essential, where you can peg rebates to market penetration data one month and fix it to certain behaviors the next. Be sure to use transparent language and set reasonable goals with your rebates – obtainable but aggressive!
- Use market development funds (MDFs) to help your partners boost their sales and marketing initiatives. Talk with your partner to hammer out the funding details, so you set expectations on both sides about the usage and anticipated results.
- Offer referral incentives for deal registrations. When your partners refer a customer who then makes a purchase or performs another desired action, the partner gets cash or merchandise. All of the other informational and engagement-focused tools in your channel sales platform is in place to help the partners to close.



The beauty of using a sales channel enablement and incentive platform is the flexibility and customization.

You can run multiple promotions concurrently because it's simple to track the results and participants.

If you have certain product specific objectives or need to meet quarterly numbers, this personalization helps you get there with confidence.



View our [video case study](#) where we helped a client by strategically building incentives for both reps and managers of a large manufacturer.

This worked great because since a smaller portion of the reps were selling that product, the manager was incentivized to include all the reps to engage and sell.

This brought them all on board together. The results were impressive, with massive growth in numbers for partner engagement, rep participation, and revenue for that business unit.

This new incentive structure for our client is just an example of our overall strategy for engagement, communication, and optimal results.

We have a future-proof platform that puts you in control of your incentive program. Talk with us to learn more.

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