



Revamped Sales Incentive Program Case Study

A Maxim Innovations Solution

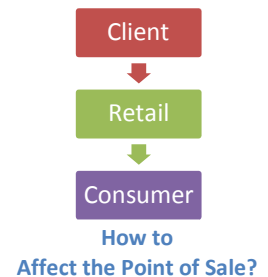
Overview

A leading manufacturer of consumer electronics wanted to improve sell-through of its Plasma and LCD television products at consumer retailer stores. To encourage sell-through they launched an incentive program to reward the sales representatives at participating retailers for each unit sold. With their incentive program underperforming, the manufacturer came to Maxim Innovations for help.

Evaluation

Maxim Innovations evaluated their existing sales incentive program to identify opportunities for improvement. Two key areas for enhancement were discovered:

- 1) The program interface needed to be more user friendly
- 2) The reward incentives lacked broad appeal.



Strategy

To increase sell-through, Maxim Innovations recommended the client improve the appeal and functionality of the program's user interface. Improvements would make it easier for sales staff to self-report their sales, earn reward points quicker, and redeem the points on a more dynamic and robust reward catalog. Additionally, a wider variety of reward options would promote increased participation among both retail chains and individual sales representatives, ultimately resulting in higher sales returns.

Solution

The sales incentive system was revamped to make it easier for sales representatives to record their sales of television products online. Once sales were verified, points were awarded to the reporting representative, who could then redeem them for a wide variety of rewards via a branded online rewards catalog. The new system further benefited from the redemption partner's exceptional fulfillment record and customer service.



Results

The changes implemented by Maxim Innovations had a tremendous impact at the point of sale, resulting in increased sales of the client's plasma and LCD television products. In just six months, the revamped system resulted in the client achieving:

- 44% increase in sales representative participation
- 39% increase in the number of retailers participating in the program
- 31% increase in the number of sales claims

These increases reflected a significant increase in mind share, as more retail salespeople were now thinking about the client's products while on the job. With more sales representatives – and more retailers – actively participating in the program, sales figures also experienced a significant lift over the same time period from the previous year.

In a post-enhancement evaluation of the program, an overwhelming 71% of representatives surveyed indicated that the wider selection of merchandise rewards was the feature they liked most about the revamped program, with 73% reporting that the incentives influenced their sale:

Results Included:

44% increase
in sales representative participation

39% increase
in the number of participating retailers

31% increase
in the number of sales claims

71% indicated the new merchandise
rewards was the best feature

73% indicated the sales incentive
influenced their sale