



## SALES & CHANNEL INCENTIVES

### Driving Sales Results

Sales incentive programs have a proven history of success. Companies use these programs to:

- Increase sales
- Improve profitability
- Gain market share
- Launch new products
- Gain shelf space
- Capture discretionary time and attention

### Non-Cash Incentives Work

US companies spend over \$23 Billion each year on non-cash sales incentive program rewards.\*

Why invest in these programs so heavily? The answer is simple. Non-cash incentive programs work incredibly well in direct sales and channel environments influencing eligible participants to change behaviors.

Non-cash programs help participants set clear goals for themselves as they visualize the television or tablet or computer or home furnishings they want to earn. This creates a direct line of sight between the participant's behaviors and their award. So, the program makes it easy for a person to see just what they need to do or how much more they need to sell.

*A financial services provider increased sales of auto loans 22% through a non-cash incentive program for Dealer Finance Managers. They gained contracts from over 3,500 new dealer partnerships while simultaneously improving application quality.*

### But, most sales people are paid on what they sell. Doesn't cash work?

Cash compensation does drive behaviors. It shows new salespeople how much they must do to earn a reasonable living. Over their career, it encourages them to retain and grow customers incrementally or forces them to replace a lost customer to maintain their current lifestyle. But over time, most salespeople will reach a plateau, balancing the time spent working with the pay they need to maintain a comfortable lifestyle.

*Non-cash programs gamify the sales experience and get the same results as cash programs for a fraction of the price.*

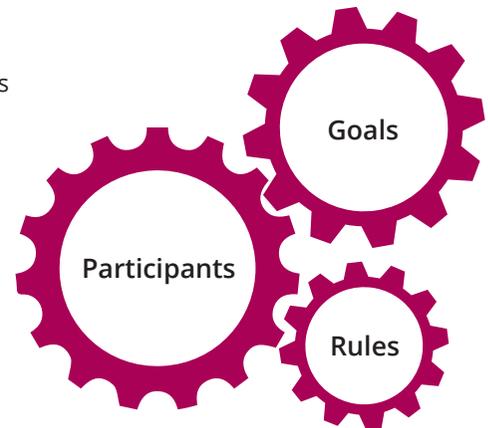
Non-cash programs help them stretch beyond this comfortable plateau. These programs gamify the sales experience and create a sense of urgency with distinct deadlines. When a company markets through channel partners, a non-cash program helps set the sponsor apart from other similar product suppliers. Perhaps even more importantly, non-cash programs do not become entitlements. Plus, research shows it requires three to five times more cash than non-cash rewards to generate the same sales results.

\* Incentive Marketplace Estimate Research Study.

# Our Experience Leads to **Your Success**

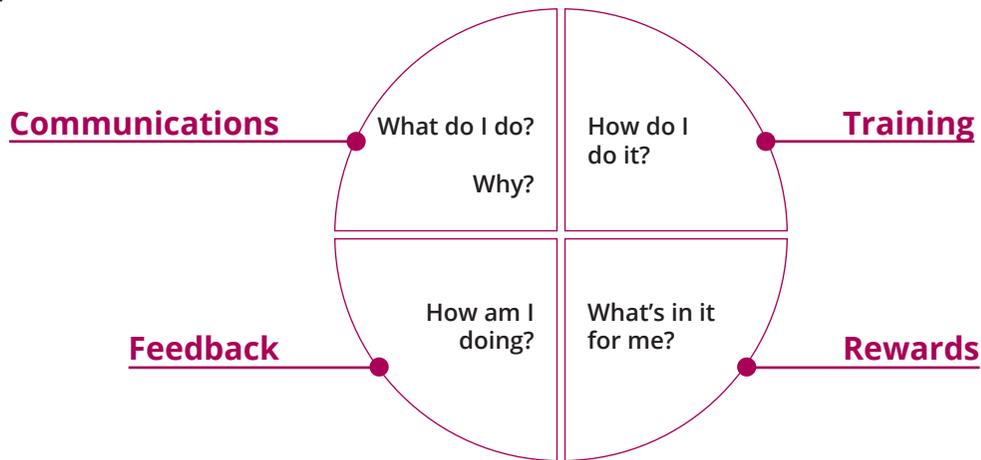
## Solution Development

Our experts can help you develop the right program to meet your needs. We look at your goals and the people who can most directly impact the outcomes to help you build the rules and the budget to maximize your results.



## Answering Participant Questions Changes Behavior

Answering just a few simple questions for your participants makes all the difference in your program. We know the questions they ask and can help make sure your program answers them with a comprehensive plan including communications, training, tracking and feedback plus the right rewards to keep them engaged.



## Let's Talk!

Leverage our expertise to help you succeed with sales and channel incentives. If it helps, book a call so we can answer your questions and, if you like, we'll even send you a complimentary incentive plan for your review -- absolutely no obligation of course.

Book some time here: <https://bit.ly/salesandchannelincentives>



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