



Business Issue

Client wanted a dynamic incentive for their top 6 suppliers that was completely funded by their distributors. The distributors were reluctant to participate due to uncertainty of results, so an ROI rule structure & tracking system was also needed.

Target Audience

- Medical supply distributor sales reps

Custom Solution

We created an incremental growth program for each supplier so that they would fund the program on our sponsoring client's behalf.

Since their existing system did not communicate in silos, we also wanted to isolate communications specific to each supplier and connect directly with the sales reps that sell those products.

Measurable Results

Analysis

In the initial analysis stage, we examined the previous 2 years of sales by rep, and then set individual growth goals by each of the 6 suppliers.

Design

After we created incremental goals by supplier, we also set up a system to provide reporting to those suppliers so that they could clearly see the growth that was being generated. This solved the funding issue that caused the distributors to be reluctant to participate; they were happy to fund the program when they easily saw the growth it was causing!

Additional Program Details

This program was points-driven. As we set goals for each supplier, we assigned point values to the various goals. Each sales rep was able to use our online portal to view their performance and their status at their leisure.

Points could be redeemed for name-brand merchandise, travel options, or experiences found in our online catalog. At the end of the program, participants were awarded their points as a one-time payout and were able to redeem for anything of their choosing.

Measurable Outcome: Why Choose Motivation Excellence?

- Participating suppliers increased sales by 11.75% over plan
- Volume was up over \$17m for selected suppliers