

5 Ways Incentives Can Enhance Your Distribution Channel Strategy

Relationships are at the heart of every distribution channel strategy. But in the fast-paced world of B2B sales and marketing, these relationships often feel impersonal. Incentives can add positivity and excitement to B2B interactions, ensuring that partnerships feel like relationships.

Here are five ways you can use channel incentives to support relationships, gain channel data, and enhance your distribution channel strategy.

1. Capture new customer data from an open /enrollment form.

A public, open enrollment form allows any of your channel partners or customers to sign up for your incentive program.

63%

of customers are more willing to share data when something's in it for them. (Source: [PWC](#))

2. Motivate channel members and customers to sign into your website.

Incentive programs with single sign-on (SSO) technology allow participants to login through your corporate website. You can then track their activity on your site with user ID tagging tools like Google Tag Manager.

3. Learn more about channel partners from reward activity & campaigns.

You can learn more about what interests and motivates your partners based on their reward activity and reward campaign engagement.

4x

Incentive marketing emails can have engagement rates 4xs higher than standard marketing emails! (Source: [Extu case study](#))

4. Motivate channel sales reps to submit data.

Rewards can motivate your partners to collect and submit customer data.

5. Collect sales data with a claims upload tool.

An online sales claim submission and verification tool allows partners to easily submit sales data, i.e. invoices, receipts, warranty registrations, etc.

An incentive program can help you double warranty registration submissions (Source: [Extu case study](#)).