

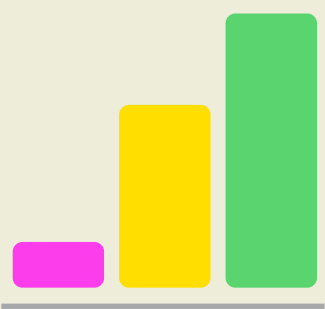
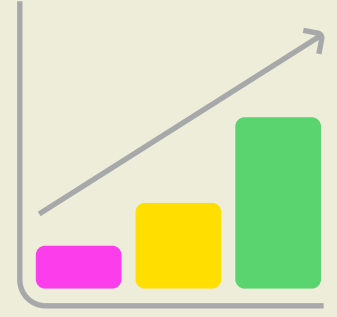
Incentive Program Types

Sales Incentive Programs

Goal: Motivate Sales Growth

Use incentives to motivate internal sales reps to:

- Surpass performance metrics.
- Uphold company values.
- Increase product knowledge.
- Improve client satisfaction.



Employee Incentive Programs

Goal: Improve Performance

Use recognition to motivate employees to:

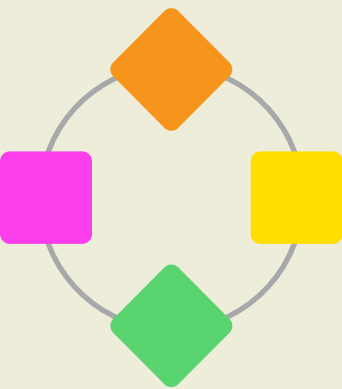
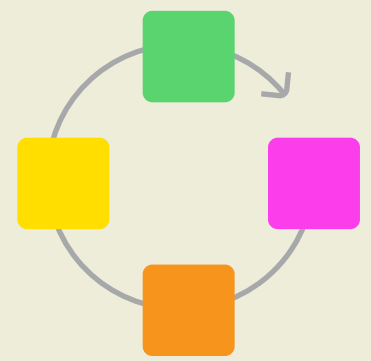
- Build a culture of high-performance.
- Demonstrate core values.
- Provide better customer service.
- Stay loyal to your company.

Customer Loyalty Programs

Goal: Growth and Retention

Use rewards to incentivize customers accounts to:

- Increase order size and frequency.
- Educate themselves on your brand.
- Supply better marketing data.
- Improve customer retention.



Channel Incentive Programs

Goal: Educate, Train, Collaborate

Use incentives to enable your contractors, dealers, distributors, and wholesalers to:

- Prioritize your products.
- Create better visibility.
- Advocate your brand.
- Sell your products more effectively.

Reseller & VAR Programs

Goal: Strengthen Market Penetration

Use incentives within your supply-chain:

- Increase sales and profitability from resale.
- Build strategic partnerships with VARs.
- Enhance product knowledge and enthusiasm.

