

# WOW's Sales & Channel Incentive Programmes

*Increase sales, grow market share, enhance customer experience and reward your sales intermediaries for positive behaviour changes.*

## Why a channel incentive programme?



## Our Approach

Whether your goal is to increase sales, expand geographically or destroy the competition, we have you covered. We design tailor-made incentive programmes to excite, engage with, and reward your sales intermediaries, motivating them to perform at their best

- We listen**  
to clearly understand what you want to achieve in the channel
- We design**  
a tailor-made incentive programme to meet your specific business needs
- We launch**  
the incentive programme into the channel
- We teach**  
the sales intermediaries – what we want them to do and how we'll reward them
- We measure**  
the success of the incentive programme, continuously
- We communicate**  
progress towards target, achievement, and congratulate
- We reward**  
deserving participants for reaching their sales targets and product knowledge levels
- We re-measure**  
constantly stretching, constantly affirming

# WOW

MARKETING SERVICES

## Rewards

Offer them choice – engage them more

**Cash**  
directly into their bank account or onto  
a re-loadable MasterCard



OR



### WOW Anything Goes

literally anything – if they can see it  
and they have earned enough, they  
can have it

## Why WOW?



Custom designed solutions  
driving increased **sales and product  
knowledge** transfer



Industry experts in focusing **sales  
intermediary behaviour**  
on short-term targets



**Value-driven**, flexible  
and creative in design

## What's in it for you?

This is one of our sales channel incentive programmes helped a mobile communications company



Increase average sales per  
consultant by **132% per month**  
over a **35-month period**



Achieve a **19% reduction in staff  
turnover** at store level



Campaign becomes self-funded  
within **6-months of roll-out**

## Get in touch!

### WOW Marketing Services

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