



## Case Studies : Dealer Incentives



**Scenario:** How a survey and training helped to increase sales and profits.

**Problem:** An office products dealer needed to learn how to sell more higher margin specialty papers because inevitably, specialty papers follow the 80/20 Rule: they account for about 20% of the revenue generated from paper sales and produce almost 80% of the profits.

### **Solution: Part I The Survey**

A sales survey conducted from Strategic Incentives showed that customers were moving to color laser printers for presentations and brochures. This finding was especially important to the dealer because using specialty laser papers with color laser printers produces a more professional looking print job at a reasonable cost and a higher profit margin. The survey also revealed another important finding. Some customers thought they had to re-load their printers to use specialty papers.

What they and the dealer sales reps did not know is that specialty printing is as simple as dedicating one of the printer's paper trays to a second paper category - like specialty laser paper.

### **Solution: Part II Training**

The results of the survey demonstrated that the dealer sales teams required some technical training related to specialty paper. Here's how the Strategic Incentives program worked to meet those training needs:

- The program combined online product training, incentive rewards and easy access through a dedicated website. Sales reps registered on the incentive site, answered a few survey questions about their customers, logged on for the training program and then took an interactive quiz.

- To reinforce the training, the reps received 1,000 incentive points when they completed the quiz. They also received points for other activities such as sampling consumers.

- Sample orders could be placed from the incentive site and these orders were tracked by sales reps. Points were also awarded for conducting customer meetings, opening new accounts and, of course, selling specialty papers to established accounts.

**Outcome:** Unit sales of specialty laser paper increased by 40% during the first four (4) months of the program compared historically with single-digit increases. Both the sales force and their customers responded to the program with great enthusiasm.

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