



Case Studies: Buying Incentive & Product Training



Scenario: How a Buying Incentive and Product Training System Increased Distributor Sales and Built Customer Loyalty.

Problem: A nationwide distributor of veterinary and animal husbandry products had two classic manufacturing and distribution problems to solve. First, the distributor promised manufacturers increased sales and guaranteed brand exposure. Second, the distributor relied on their many sales reps who carried many product lines. Naturally, the distributor was bound by volume agreements, but meeting them often proved difficult. Communicating to independent sales reps not directly employed by the distributor was a major challenge. And it was even more difficult to ensure that information reached individual vets, hospitals and clinics. How could the distributor better communicate, educate and motivate?

Solution: The distributor chose a customized Strategic Incentives buying incentive and product training system. Through this web-based system, manufacturers promote their products, sales reps learn about them and customers are encouraged to buy them. All activities can be tracked, recorded and ultimately rewarded. Participants redeemed awards through a merchandise filled redemption catalog.

- News and Training Section - This section of the promotional website is the ideal place for manufacturers to introduce veterinary

professionals to new products, prescriptions and procedures. It's also where users measure what they've just learned by taking multiple-choice tests. Taking tests means earning award points, so there's an extra incentive built in! Manufacturers benefit, too, because they get immediate feedback on the success of their educational programs.

- Communication Section—This section of the site gives sales reps an e-mail application to reach veterinary professionals with promotions, case studies, product specifications and white papers. Like the rest of the system, it's easy to use 24 hours a day. No one ever gets lost because content is organized by animal, discipline and product.

Outcome: After six months of using Strategic Incentives, the distributor's new motto was "Track, Record and Reward!" The manufacturers were thrilled that customers were learning about their products and more importantly, causing sales to increase! Sales reps became more knowledgeable and were able to capture hundreds of new customers. All in all, the program launch attracted over 4,000 facilities and 22,500 registered participants

• • •

