

IT Vendor Achieved 10% Partner Sales Growth with Points Based and Travel Incentives.

360CaseStudy

THE SCOPE

This leading IT Vendor wanted to improve loyalty and motivate their UK & Ireland reseller channel network. With the ultimate goal of increasing YOY sales and quarterly attach rates (units of secondary products/services sold as a direct or implied consequence of a primary product/service sale).

The aim was for channel partners to increase sales of qualifying Server Options products, warranty and care packaged services and Reseller Option Kits over a three-month period. Additionally, the company wanted to unite server hardware and software applications within a distribution model for Value-Added Resellers by purchasing IT solutions for business customers from distributors.

THE CHALLENGE

The challenge was how to achieve this in a fast-paced, competitive IT industry where multiple companies were vying for mindshare and offering incentives within the same channel network. An innovative incentive solution was needed — one that differentiated from the competitors' programs.

THE SOLUTION

360insights provided an aspirational, multi-touch point incentive for top achieving participants: A once in a lifetime trip to Cape Town, South Africa. The memorable [incentive program](#) with [travel trip](#) was designed to continue to inspire partner sales performance and improve their loyalty to the IT brand.

Components included:

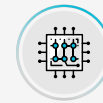
- Pre-launch teaser email campaign distributed to partners 1-2 week prior to program launch
- Account Manager direct to partner interaction to drive excitement and anticipation
- Branded website promoting Cape Town with destination imagery and videos
- Partner Sales Floor Activation Days delivered through an interactive roadshow including swag, games and on-the-spot prizes
- Points-based incentive technology for qualifying sales with accumulators to track progress towards trip qualification
- GDPR compliant email cadence to incentivize participants at different engagement levels with performance updates, sales target focus and motivation messages

Top Achievers Trip included:

- Safari lodge stay with South African BBQ
- Kayaking at Boulders Beach taking in the penguin colony
- Hout Bay powerboating
- Table Mountain excursion with cable car
- Harley Davidson transfer to Cape Point
- Branded gifts

THE RESULT

Launching an engaging multi-touch point channel incentive enabled this IT vendor to achieve their desired business goals of increasing YoY sales by 10% across targeted product and service ranges within a competitive market. 110% of target was achieved in total.



TECHNOLOGY PARTNER SALES POINTS & TRAVEL INCENTIVE

COMPANY

Top 50 Global IT Vendor

INDUSTRY

[Technology](#)

BUSINESS OUTCOMES

- Win Mindshare & Market Share
- Increase Loyalty
- Increase Sales
- Increase Engagement

PRODUCTS USED

- [Incentives & Rewards](#)
- [Points Banking](#)
- [Program Engagement](#)
- [Incentive Travel](#)

THE SUCCESS

10%

YoY increase in partner sales

110%

overall sales target

5/5

100% attendees rated trip

“Through planning and execution our event was on point. The agenda was jam packed but with the great 360insights event management skills it ran super smooth with all attendees feeling they had been given a great experience without over doing it. The activities arranged engaged everyone well and drove them to build relationships which added to the experience.”

Global IT Vendor Client



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.