

XEROX

With a better understanding of partner and rep needs, we developed a fresh approach to a long running channel program and produced a 17:1 ROI.

The Situation:

After years of running numerous sales incentive programs, Xerox's current efforts were no longer resonating with their channel network. Overall, program participation was down, productivity levels were down and Xerox was not receiving a significant return on their program's investment. A new, more relevant program was needed.

The Solution:

Working with the client, Maritz was able to identify and establish business objectives. Maritz also used patented survey tools to uncover key findings:

- Participants did not like the current "one-size-fits-all" program
- The process to redeem rewards was too long
- Cash-cards were ineffective rewards (65% of their redemption went to disposable retail, gas and groceries)

By obtaining a clear understanding of what motivates and inspires Xerox's dealers and dealer reps, Maritz:

- Developed a diverse communications plan
- Established quarterly reward spurts for shorter claim periods
- Moved away from cash card incentives
- Linked meaningful and purposefully chosen rewards to improved performance

The Results:

- 42% increase in dealer and dealer rep participation
- Over 60% improvement in productivity (avg. units up 1.4 to 2.2)
- 17:1 Return on Investment

KONICA MINOLTA

We strengthened the partnership between Konica Minolta and their 750 dealers, and delivered 580% return on investment.

The Situation:

While the merger of Konica Minolta brought together complimentary product lines, it also created dealer channel conflicts. In fact, over 20% of the combined dealers opened new lines with competing manufacturers. Maritz was asked to develop a program that would both strengthen the relationship between the new company and grow sales rep performance.

Acting quickly, Maritz designed and executed the AdVantage Incentive Program, which delivered an immediate increase in sales. However, Maritz observed that further growth could be limited if dealers did not increase inventories and provide reps with the product lines they wanted to sell.

The Solution:

Maritz developed a program that gave dealers control over what type of incentives to run within their local market and permitted them to focus on their own particular incentive needs. The program gave dealers the opportunity to:

- Earn trade credit rebates and award points at increasing levels (based on annual purchase volume)
- Establish new level designations with increasing purchase growth and reward schedules
- Receive bonus opportunities for level jumps
- Use reward points to fund local incentive programs

The Results:

- 580% sales return on program investment
- 15% increase in dealer purchases (in a flat market)
- Mid-size dealers grew twice the rate of overall dealers



What can we do for you?

For more information, go to www.maritz.com or call (877) 4 MARITZ.

Channel Loyalty.
Changing Channel Strategies For Changing Times.

Effective Channel Solutions As Unique As The People You Need To Reach.

How Can You Keep Up?

You have accelerated timelines, fewer people and smaller budgets. What's more, you still need to drive results. How can you get the most from your channel partners and reps? How can you connect them to your goals, your messages and your brand? And how can you quickly and effectively:

- Increase market share
- Retain and grow your most valuable partners
- Influence your channel to sell more of your product

There Is A Solution.

It starts with people. At Maritz we know what motivates them, inspires them and fires them up, because we understand people better than anyone. We apply our years of research and discovery in human science to every channel program we design and execute. Our dynamic solutions:

- Produce measurable growth for your organization
- Align channel goals with your goals
- Optimize your channel spend

Move People And Move Your Business.

We know people respond differently to different messages. So a one-size-fits-all program isn't going to effectively influence behavior. To build channel loyalty you need to grab people's attention, connect with them on an emotional level and engage them throughout the entire program. That's the Maritz difference. Let our deep understanding of people move your business forward.

Achieve True Loyalty.

True loyalty is about growing your market share and increasing your Partner Lifetime Value. It occurs when:

- The rep is an advocate for your product/services
- The rep is resistant to competitive offers
- The rep adds value to your brand

Treat Channel Partners And Reps As Individuals.

How our approach can work for you.

Strategy and Design

We deliver data-driven insights via our patented tools and methodologies. We leverage our industry-leading research, analysis and expertise to design the optimal solution around your budget.

Communications

We help you connect with your channel reps through targeted, timely and relevant communications that capture their attention and drive engagement.

Measurement and Reporting

Timely and accurate performance reporting for channel partners and their reps provides the feedback so necessary for effective motivation. Robust program reporting for you measures progress against program objectives so you get the results you need.

Program Management

We provide a dedicated project team throughout your entire program. Our strategic business review process maintains focus on your program's effectiveness.

Rewards

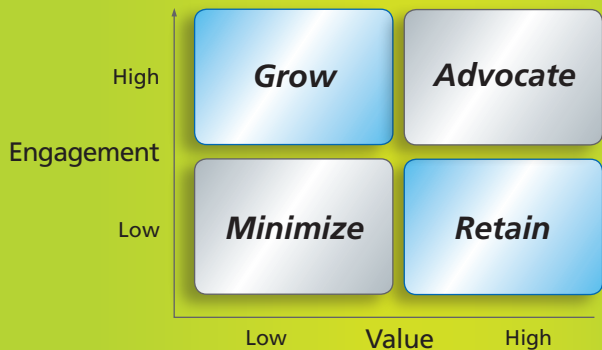
We have the industry's largest collection of rewards, purposefully chosen to improve performance. Our understanding of individual diversity and our constant attention to market place trends ensure they are meaningful, memorable and motivating to your channel partners and reps. Plus, our global catalog of merchandise and gift certificates offers participant redemption in over 90 countries.

Technology

We enable you to immediately respond to the market more cost-effectively with our platforms specifically built for loyalty and motivation. We offer you new and better ways to reach participants and control programs with our flexible and efficient tools.

Partner Lifetime Value.

Increase your market share by using our predictive modeling to focus on the reps who matter most.



Segmenting reps allows you to:

- Improve ROI
- Estimate all future profits generated by a given partner rep
- Identify partner rep segments for targeted communications
- Provide enhanced reward and recognition offers
- Identify high-value and at-risk partner reps
- Measure partner rep loyalty and engagement

Maritz Channel Loyalty At A Glance:

Improve ROI

By focusing on lifetime value and using a segmented approach to channel loyalty, we provide the greatest return for your channel investment, to increase your market share.

Brand Advocates

We create channel loyalty by building brand advocates, reps who believe in your brand and are resistant to competitive offers.

Smart Solutions

Based on our experience and our investment in understanding human sciences, we design programs that engage and motivate the people in your channel.

Ease & Flexibility

We enable you to respond quickly to changing market needs with flexible technology that automates and simplifies the complexity that often comes with comprehensive channel initiatives.

