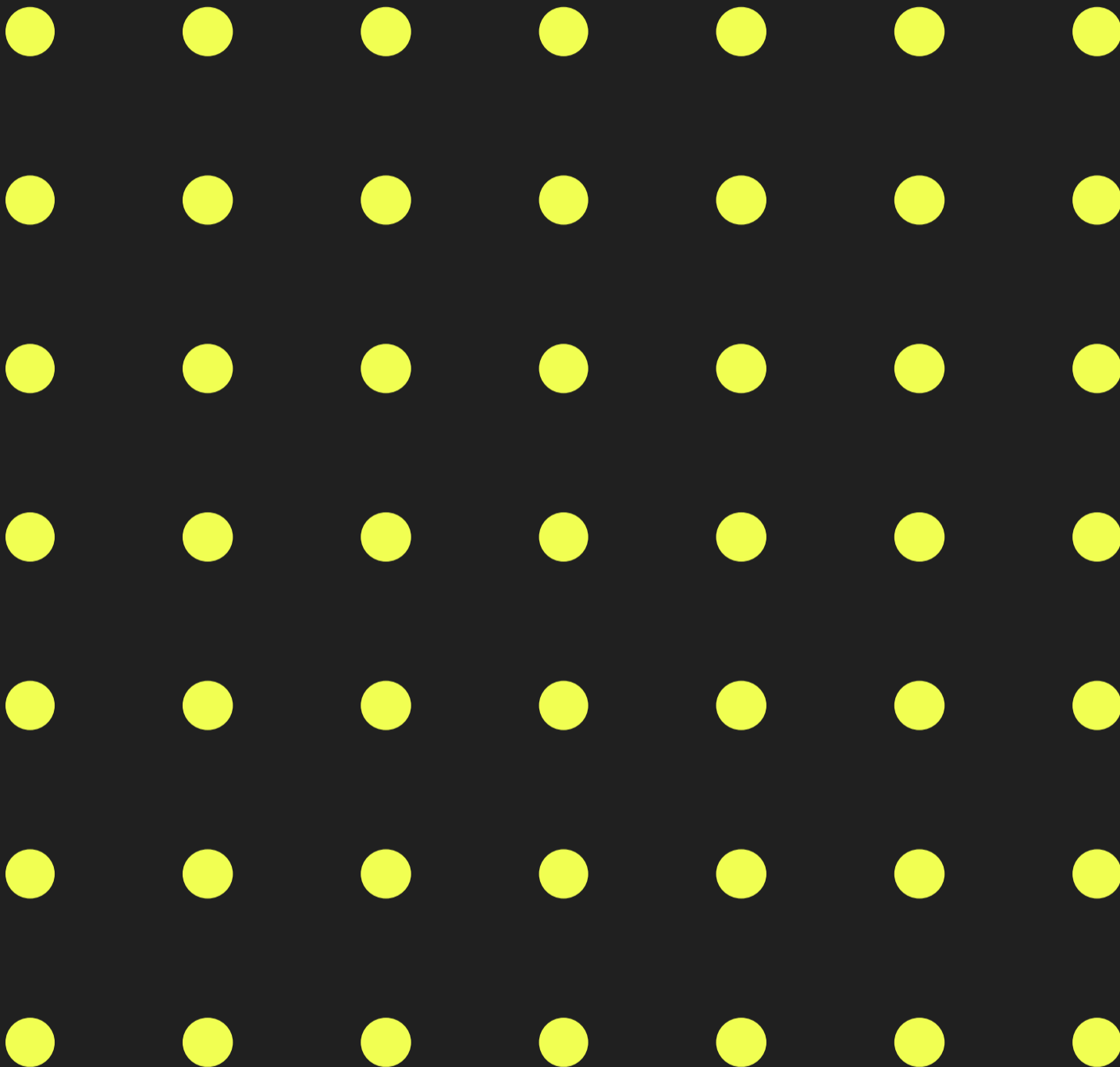


# AXIMPRO



## USE CASE

DRIVING TARGETED SALES FOR  
A LEADING EUROPEAN DISTRIBUTOR

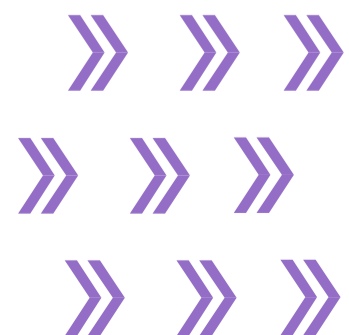


## DRIVING TARGETED SALES FOR A LEADING EUROPEAN

# DISTRIBUTOR

A leading European distributor, delivering global technology and supply chain services, entrusted Aximpro with creating a cutting-edge and customized solution to drive targeted sales. This case study zooms in on the entire sales incentive program run on Aximpro's ChannelValue® partner enablement and loyalty software and unpacks every aspect – from challenges and solutions to results.

The distributor's most important reseller within the German market did not reach the desired sales figures for a specific software brand and this desperately needed improvement. Working in cooperation with the reseller, the distributor wanted to drive sales among the sales representatives of this reseller, educate them and facilitate engagement. The distributor aimed to increase the sales of the software brand's products through the reseller. In addition, the distributor wanted to ensure that the reseller's sales representatives gained good knowledge of the software and it wanted to nurture employees and ensure the partnership between them remains positive.



# SOLUTION

With Aximpro's ChannelValue partner enablement and loyalty software, a specific sales incentive program was created to drive the distributor's sales of the specific software products through the reseller. The three key objectives within this sales incentive program were established as cross- and upselling products in new categories, reactivating dormant clients, as well creating very targeted sales approaches for specific products.

## KICK-OFF

The first part of the process involved a workshop where Aximpro, the distributor and the reseller discussed the strategic challenges that needed attention, as well as possible solutions to overcome these challenges. Working in close consultation with the distributor and reseller, Aximpro devised an appropriate strategy to achieve the identified objectives. After this step, the logic of the incentive program and the functionality of the portal were defined. This also included email invitations, newsletters, the delivery of marketing material and important communication, as well as reporting. Aximpro assisted both the distributor and reseller in reviewing existing agreements and creating the terms and conditions of the incentive program.

The reseller's sales representatives now have access to a fully customized version of Aximpro's ChannelValue sales incentive, partner enablement and loyalty platform – fully branded.

## PROCESS

- To get started, the sales representatives log in to the branded portal – the home of the incentive program
- The software products in focus are listed on the portal and they have to promote these to their customers
- Bonus points earned from sales are calculated based on the revenue that each of the reseller's sales representatives generates and updated once a month
- In addition, bonus points are also calculated based on activities, such as attending online events, and these are uploaded after the action
- Bonus points are distributed among the reseller's sales representatives and can be converted into cash value at the end of each month to their individual, uniquely branded credit card
- The credit card is a regular MasterCard and can be used for everything, except cash withdrawals

## OPERATIONS

Aximpro handles the administration of the incentive program, receiving data and communicating the respective results to the reseller's sales representatives. Weekly progress reports in terms of goals are provided in the form of bar diagrams. In addition to providing everything required to run the incentive program, Aximpro's ChannelValue partner enablement and loyalty software also facilitates personal communication between the distributor and the reseller's sales representatives.





# RESULTS

The automated incentive program motivates the reseller's sales representatives to sell various software products and improve their motivation to sell these products by specifically incentivizing the sales of these.

Aximpro has been able to provide this leading European distributor with a smooth sales incentive program and portal through its ChannelValue partner enablement and loyalty software. In doing so, the reseller's sales representatives are more motivated to sell as many products as possible. The program has seen consistent growth, including a growing user base in terms of these sales representatives.

# RESULTS

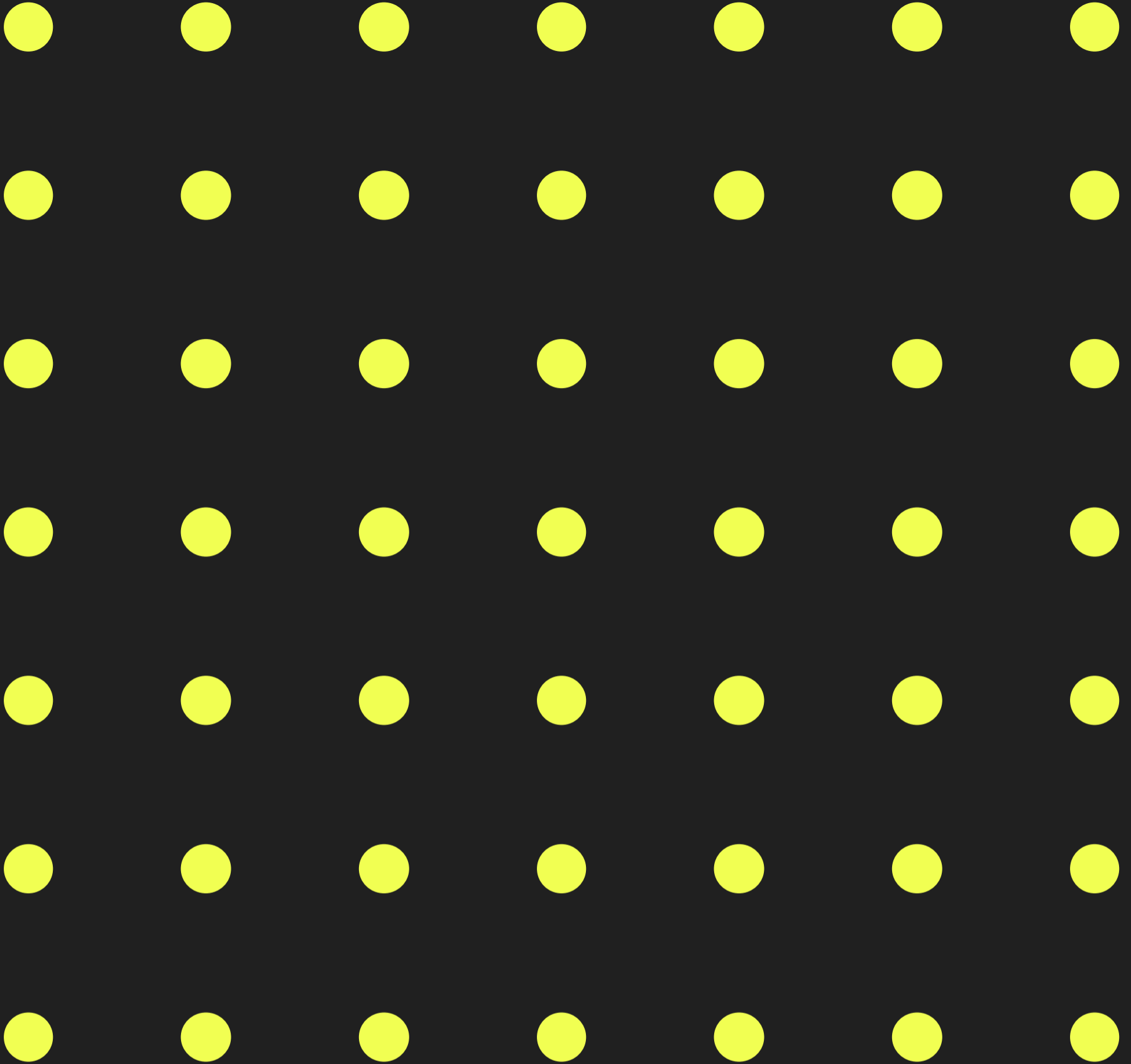
As the bonus points are calculated based on the revenue that each of the reseller's sales representatives generates, it is a flexible incentive scheme. Therefore, based on the products in focus, the distributor is empowered to decide what to put in focus and incentivize, as well as when to do so. The distributor can also run multiple offers simultaneously.

This approach allows the reseller's sales representatives to see exactly what they earn for each product they sell and provides even further motivation. The distributor has also had access to Aximpro's supplementary consulting and reporting services throughout the program. While no linguistic localization has been needed so far, the flexibility of Aximpro's pricing model and extent of the service offering mean the distributor can repeat, extend or adjust the program at any point to suit any

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**SALES  
REPRESENTATIVES  
ACTIVELY  
PARTICIPATING**





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