

Reward Program

Telstra



the BRIEF

To develop a program that encouraged proactive sales through suggestive selling and questioning techniques, increase the performance of individual sales consultants, reward overachievers and provide an umbrella program that incorporated tactical components which could be quickly implemented.

the OBJECTIVES

- Increase product sales through existing internal channels.
- Develop sales skill levels within existing workforce.
- Develop a climate of "reward for excellence".

the STRATEGY

- Develop a reward program that encouraged staff participation and was open ended.
- Create a positive win/win relationship for increased product sales.
- Openly communicate the essential requirements for success.
- Deliver rewards that were achievable yet aspirational.

the SOLUTION

FOCUS is equivalent to a frequent flyer program with participants receiving points for the sale of products. Complementing this umbrella program is a local office support program that incorporates a chocolate wheel (incorporating prizes of varying point values), a monthly prize draw and instant "Smart Behaviour" rewards.

A wide variety of collateral was produced to maximise the effectiveness of the program including launch kits, a prize catalogue (over 120 prizes), hanging mobiles, posters, award certificates, launch banners, "smart behaviour" rewards, a chocolate wheel, computer screen savers and monthly point statements.

the RESULT

An integrated sales incentive program which increased staff participation in training programs and increased sales by over 200%!

Adrenalin
...what a great idea