

If you aren't connecting with your channel sales reps on a weekly basis, you're likely not a priority for them. Even without a huge budget or hours of extra time, there are simple things you can do to stay top-of-mind. Choose to do something from this list once a week to get attention, show appreciation or reward results.

Send a great year.

a "thank you" for

Invite them to dinner to thank them and share your future plans.

Give them weekly tips to help sell your products.

Hold a recognition event at their location to celebrate top performers.

Reward them with funny money and hold an auction for small and large prizes.

Ask for their opinion on how to improve your products.

Invite your best partners to run through a warehouse packed with merchandise rewards.



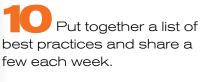
Write a news story about their awesome performance and post it to your dealer communications portal.

Have them

compete

Don't have a dealer communications portal? Better make one!

Practices few each week.



Hold a competition to see who demonstrates your product the best.

NEWS

Summarise kev information into a pocket guide or laminated card. key info

Find out what the word on the street is and share it with everyone



Start a Twitter hashtag about #mycompany.

Help them become

better leaders Create a by sharing game that helps them learn. industry insights and your company's vision.

Invite your top partners to a

meeting of the minds in a resort location.

Put together an innovation challenge and then award them for the

best ideas.

coffee with them and

ask for their ideas.

Have a cup of



head-to-head with other sales reps to sell your most profitable product. Determine the

leading indicators of top performance and then reward for demonstrating those behaviours that lead to top-line results.

Help them recognise and reward others who contribute to their success.

Take them on the trip of a lifetime.

Reward them with a team lunch to celebrate "Most Improved" performance.

Find ways to give them more family time.

Have the president of your company visit their location.

Work with them to identify who their best customers are, then help them go after those customers.

Help them find new, high-value customers through analysis.

Make it easy for them to hold a customer appreciation event at their location.

Develop engaging and informative content that helps them connect with customers.

Teach them how big data can help them grow their business. (And when you



do, can you explain it to the rest of us too?)

Throw their names in a (virtual or literal) hat and give away incredible prizes to the winners.

nominations and name a trainee of the Year.

reps and they stand in relation to top and average sales performance.

leaderboard of top sales 1. share where 2. 3. pr

Publish a

Leader Board

Create a virtual wall of fame and share it with everyone.

Teach them using small, bite-sized learning snacks rather than overly long and boring training events.

when you see them. Offer the chance to win a trip to your headquarters.

by name

Host an event to allow them to experience your product as a customer would, then ask for feedback. **Customer Experience Day**

yourself to your competition and show them where you stand out.

Compare

Reward your best partners with an experience they will never forget. www.1000places.com

Pick up the phone and call them to check in.

Get involved in their community or with a cause they appreciate.

Send them a swag bag filled with stuff they can use - or wear that has your logo on it.

Reward them for sending in awesome photos of your product being displayed.

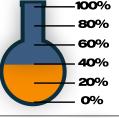
Hire mysteryshoppers to go to their location and see what a customer experiences. Share the results and

talk about what they're doing well

and what they could improve.

Sponsor a TED-style talk for your business partners.

Let them set their own goals, publicise their progress toward that goal and watch them outperform your highest expectations.



Create a

Guinness Book of World Records event that they can be a part of.



Share everyday tips and tricks that could improve their process.



To learn more about how BIWORLDWIDE can help engage and motivate your sales and channel reps, visit: BIWORLDWIDE.co.uk or email enquiries@BIWORLDWIDE.co.uk.



