

52 WAYS to ENGAGE your CHANNEL

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.

1 Send a "thank you" for a great year.

2 Give them weekly tips to help sell your products.

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

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

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

6 Ask for their opinion on how to improve your products.

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

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

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

10 Put together a list of best practices and share a few each week.

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

12 Summarise key information into a pocket guide or laminated card.

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

14 Start a Twitter hashtag about #mycompany.

15 Invite your top partners to a meeting of the minds in a resort location.

16 Have a cup of coffee with them and ask for their ideas.

17 Have them compete head-to-head with other sales reps to sell your most profitable product.

18 Help them become better leaders by sharing industry insights and your company's vision.

20 Put together an innovation challenge and then award them for the best ideas.

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

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

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

25 Find ways to give them more family time.

26 Have the president of your company visit their location.

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

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

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

31 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?)

33 Ask for nominations and name a trainee of the Year.

35 Publish a leaderboard of top sales reps and share where they stand in relation to top and average sales performance.

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

34 Call them by name when you see them.

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

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

38 Offer the chance to win a trip to your headquarters.

39 Host an event to allow them to experience your product as a customer would, then ask for feedback.

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

42 Pick up the phone and call them to check in.

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

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

46 Hire mystery-shoppers 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.

47 Sponsor a TED-style talk for your business partners.

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

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

50 Help them accomplish something on their bucket list.

51 Share everyday tips and tricks that could improve their process.

52 Buy them a beer.

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



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