

HOW TO RUN A SUCCESSFUL

for updates every two weeks, while a year-long program may require announcements every six weeks. Don't be lax in sending out standings updates or participants may lose interest in the program.

Step 5 Choosing the Award

Here's where good demographic information comes into play. The data you have collected in your database will help pin down just what type of award will motivate your target audience. If you didn't collect the necessary demographic information covered in step one, now is the time to do so. Knowing your dealers' personal likes and dislikes, income, hobbies, and marital and family status can really help you choose the right award.

Tips for choosing awards:

- Offer participants a selection of awards. In a tiered program, make everyone feel there's a prize that's attainable by supplying a mix of awards at various levels: good, better and best.
- Dealers who have participated and won

prizes several consecutive years will expect rules consistent with previous campaigns and hope for bigger and better prizes than ever.

- Avoid selecting awards based solely on your personal tastes.
- Select quality merchandise with trusted, brand-name recognition and warranties.
- Seek out the advice of an experienced award manufacturer or distributor. They can offer expertise in selecting awards and the promotional materials needed to enhance your program. Plus, they will offer awards at below retail cost.
- For on-going programs, merchandise should have continuity.
- Choose awards that can be delivered quickly. Fast turnaround time ensures participants remember they are being rewarded for a particular achievement.

Step 6 Tracking the Program

Tracking the program is necessary so participants will know how well they're doing. Your system should supply specific information such as, "Midway through the program, X percent of participants are generating X amount of volume." Knowing exactly which dealers are selling what products and how much of them is an effective tool for balancing performance activity. With this information, you can adjust a program if it is not generating the desired results. Programs in trouble can be helped by sprints and bonuses, increasing dealer enrollments, revamping promotions and adjusting objectives.

Does your program need an extra push?

Fast Start: Award extra points for sales made during the first few weeks or months of the program. "Every sale (purchase, display installation, etc..) made in the first two weeks of the program earns extra points."

Sprint: Award increased activity during a short period of time within the program. "You earn bonus points on every deluxe-grade product purchased during the next six weeks."

Fast Finish: Award extra points for sales made during the last few weeks or months of the campaign. "Every sale made in the last two weeks of the program earns double points."

Product Bonus: Award extra points for sales of certain seasonal products.

Food for Thought

Answering these questions will help you evaluate the program's results:

- n Were the objectives realistic?
- n How good were communications?
- n What type of participant did or did not succeed?
- n Could training support have been better? How?
- n How much did sales increase by region?
By month? By dealer volume level?

For the dealers:

- n Was the program fair?
- n Did you reach the level you expected to reach?
- n Were the program and its rules communicated clearly enough?
- n Did training make a difference in your performance?
- n Were the standings mailers timely enough?
- n Did you like the promotional materials and teasers?
- n What did you think of the awards?