

DEALER INCENTIVE PROGRAM

A Final Word

At the conclusion of your program, poll both participants and non-participants for their opinions because their insight is invaluable.

- What did they like about the program? Dislike?
- Would they participate in the program again? Why or why not?
- What recommendations do they have?
- How would they rate the program overall?

Step 7 Evaluating the Results

Bravo—your dealer incentive program has had a successful run. Now step back and review it with a post-program evaluation. There are many valuable insights to be gained at the end of a program, all of which should be documented and forwarded to management. This detailed analysis will tell you exactly how successful the campaign was and point out ways to refine next year's program.

First, listen to the administrators, whether your own or from an incentive house. Speak with them personally or conduct a survey to find out whether they encountered any snags in the running of the program and what elements they thought were successful. Then ask yourself such questions as:

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

You should also survey dealers for their feedback:

- 4 Was the program fair?
- 4 Did you reach the level you expected to reach?
- 4 Were the program and its rules communicat-

ed clearly enough?

- 4 Did training make a difference in your performance?

- 4 Were the standings mailers easy to understand and timely enough?

- 4 Did you like the promotional materials and teasers?

- 4 What did you think of the awards offered?

Send questionnaires to those dealers who didn't participate asking them why they didn't and what might get them involved next year. The more information you can gather, the better your next program will be.

Remember: A dealer program is not a cure-all. It can't solve all of a company's problems. You still have to supply all the ingredients—quality products, fair prices, good service—to keep your business prosperous year after year.

Last Words

When it comes to selecting the perfect award for your dealer program, consider a Bulova timepiece. Watches and clocks have been traditionally recognized as excellent awards because of their visibility, usefulness and beauty. Whether traditional in style or fashionably high-tech, watches and clocks are available in a wide range of price points to suit all budgets.

They're also readily customizable with special inscriptions or logos, making them personal gifts

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