

# Get What You Want, Not What You Don't

Driving profitable behavior with incentives

90%

of top-performing companies utilize incentive programs as a reward for sales.

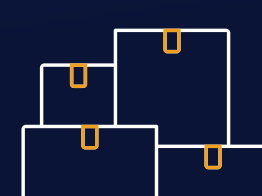
## Incentive programs help:



MANUFACTURERS



DISTRIBUTORS



WHOLESALEERS

amp up the effectiveness of their sales channel strategies.

>73%

(\$80 TRILLION)

of all world trade is sold through a partner



Investments in the channel have a **higher ROI** than investments in direct sales or consumer marketing.

79%

**success rate** reported in companies using incentive programs to achieve their established goals.

## A full spectrum of incentive options are available:

1

### SALES INCENTIVES

Scale up or improve profitability by rewarding partners based on sales volume, margin, product-type, or exceeding goals for incremental growth.

2

### SPIFFS

50% of best-in-class companies achieve increased profits through SPIFFs. Drive short-term growth or increase sales over a short time.

3

### REBATES

Generate demand and influence buyer preference by rewarding based on order size or frequency, typically for a specific product. (Don't forget to gather valuable sales and marketing data!)

4

### REFERRAL INCENTIVES

Expand your reach by rewarding partners for design registration and identifying opportunities.

5

### WARRANTY REGISTRATIONS & BUNDLING

Maximize the total value of a sale by rewarding actions in addition to the sale (that increase the value of that sale.)

6

### ENABLEMENT & TRAINING INCENTIVES

Partners sell what they know. Make sure they are up to date on your products by providing incentives for actions like taking online quizzes, gaining certifications, or attending tradeshows and conferences.

7

### LOYALTY & RETENTION

High-performing partners have lots of options. Use incentives to promote loyalty and keep them away from the competition.

8

### MARKETING INCENTIVES

Motivate your partners to market your products and build your brand with Co-op & MDFs.

9

### ACTIVITY-BASED INCENTIVES

Partners are ambassadors of your brand. Reward them for managing relationships and contracts throughout your supply chain.

10

### VAR INCENTIVES

Expand your reach and market penetration by rewarding VARs. Their programs can educate resellers about your products and motivate them to incorporate your products as part of their resale solution.

Want to get more of what you want by using incentives to drive behavior?

[Download the eBook](#)

Sources: Incentive Research Foundation, Incentive Solutions, Xactly

### How Vistex Adds Value

With the rising cost of customer acquisition, the rapid pace of innovation and intense competition for market share, high tech companies must monitor program performance, drive demand and protect margins for critical revenue growth. Vistex enables high tech companies through an integrated solution that manages the full breadth of direct and indirect channel management including CDM, contracts, pricing, ship & debit, rebates, Co-op & MDF, incentives and IP royalties. High tech companies can now improve profitability through automation of complex programs, insights into program performance, incentive calculation accuracy, overpayment avoidance, increased compliance, streamlined reimbursements, and better manage the entire revenue management lifecycle.

### About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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Now it all adds up®