



# INCENTIVE-BASED TRAINING

## Consumer Influence Tactics

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### TARGET, ATTRACT, TRANSACT™

### HUMANISTIC DECISION PROCESS:

"PROBLEM RECOGNITION"

"INFORMATION SEARCH"

"EVALUATION OF ALTERNATIVES"

"PURCHASE DECISION"

"POST PURCHASE BEHAVIOR"

# OVERVIEW: INCENTIVE-BASED SALES TRAINING

Whilst retailers continue to put pressure on manufacturers for improved product margins and co-op advertising support, none of this matters if the customer leaves the store without purchasing. Recent European manufacturer studies have concluded that as many as 70% of consumers purchasing electronics, computers, and related products make their brand/product decision at the point of sale. What's more, the majority of this 70% rely upon the recommendations of the retail store sales personnel as a primary source of information for making a purchase decision. Consumers who become confused or alienated in the decision process, will often opt to purchase from another store or not at all.

**The implications are clear: sales in the channel depend on effectively trained channel sales people.**

## Definition:

Incentive-Based sales training involves rewarding retail sales personnel who successfully learn about a manufacturer's product. This is accomplished via a "learn and earn" approach utilising online learning modules and scored quizzes.

## Benefits:

The benefits are that the retail sales associate is able to participate in a fun and interactive method for learning about a manufacturer's product range, whilst being rewarded for their efforts.

## Importance:

The "learn and earn" approach stands out from other manufacturer's traditional, paper-based information approach and increases the likelihood that the retail sales associates will become familiar with a manufacturer's product range and how to sell it — and this translates to increased sales.

## Measurability -

Because our delivery system is web-based, it offers manufacturers the benefit of real-time assessment of channel participation down to the chain, store, and even employee level. This data allows the manufacturer to direct their field personnel to pinpoint stores and/or chains that need help, thereby allowing field support personnel to pinpoint and address problem areas at the beginning of a product launch leading to improved sales.

## Flexibility -

We can update or change the content, quizzes, and rewards at any time to respond to changing manufacturer needs - be it changes in product launch plans or general market conditions. As fast as you wish to change your message, you can deliver it to the retail stores.

## Scalability -

Unlike large-scale (hence, large cost) proprietary deployments, we can deploy a turnkey "learn & earn" micro-site in a matter of days at a cost that's a fraction of what you might think. You decide the content, quizzes, and prize levels/values to be included. No matter the budget, we can scale a solution to fit your needs. We also localise each micro-site so that you can deploy it across countries and ethnic/language groups. You can even link sales incentive offers to the same micro-site to reward retail sales associates who reach your targeted sales objectives for the same product ranges.

## Branding -

Each micro-site can be retailer branded, manufacturer branded, or both. Also, links to other vital manufacturer information can be added, including valuable in-store surveys. Solution sites can be built combining brands, products, tutorials, brands, and more to fit a specific need.

Improve the effectiveness/impact your training budget and stop guessing which chains/stores are learning about your products.