



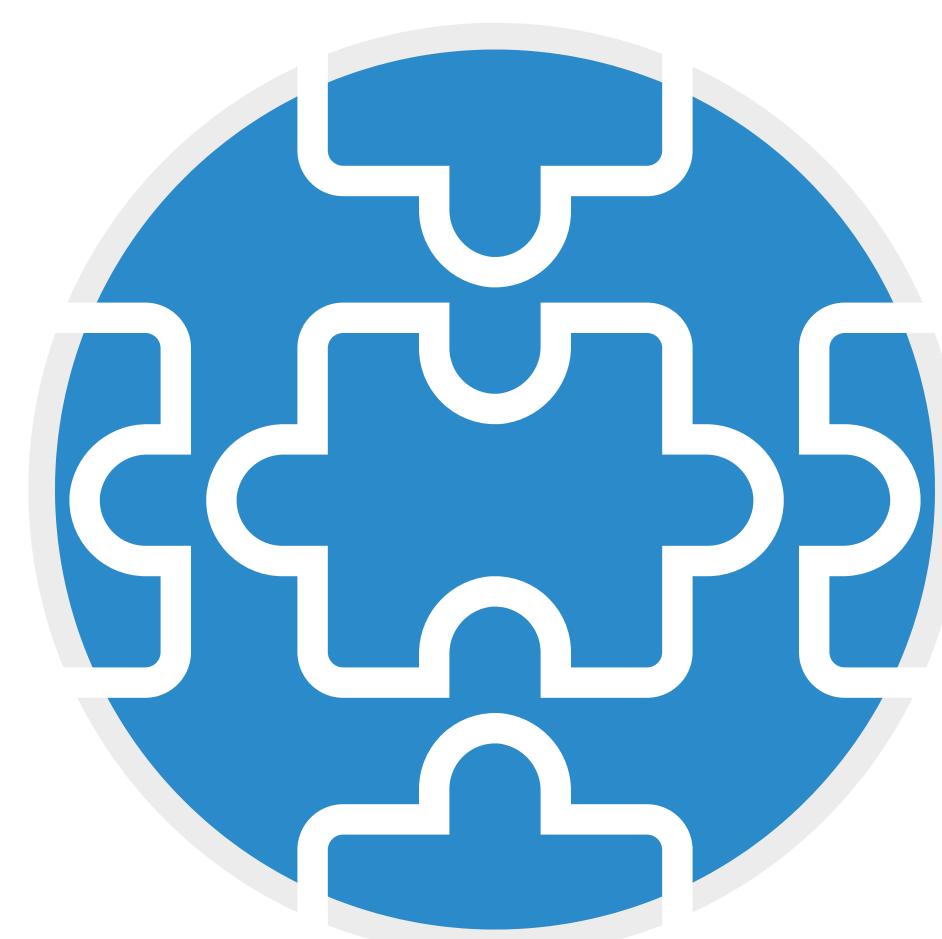
## HOW TO USE INCENTIVE PROGRAMS TO ENHANCE YOUR CHANNEL STRATEGY

1.

### Consolidate your incentive program

Top performers are more likely to have a single program across the company.

In 2020, Cisco consolidated their siloed partner programs into a cohesive framework structured around their channel partners' roles with their customers.



2.

### Customize your incentive program

Incentive programs should align with the partner's business model. Not just the rewards but the assets too.

Datasheets, infographics, whitepapers and eBooks need to be customized to the type of industry, the target profile and the channel partner's strengths.



3.

### Offer support to align the channel partner's behavior to your vision

Help channel partners understand your products, services and your pricing for customers.

This can be done by sharing relevant content with them, training them on new updates/ specifications, quizzes to gauge their understanding and co-selling opportunities to inform and influence their behavior.



4.

### Blend reward currencies to maximize channel returns

Use cash, non-cash, merchandise, gift cards, tiers, and trips to keep it interesting and challenging for the channel partners

You can also provide incentives in the form of joint business planning and co-selling opportunities..



5.

### Use gamification and keep it real

Intuitive portals with gamified elements keep it challenging and engaging for the channel partners. The dashboards can help them see where they stand with respect to achieving goals.

