



‘Dynamic motivation to improve staff performance and company bottom line’

MOTIVATION case study

Spicers Limited (wholesale office stationery)

Background and requirements

Spicers is Europe's largest wholesale stationery supplier selling exclusively to office products resellers. The incentive programme was sponsored by seven of the company's largest vendors. Each vendor was given exclusive publicity access to the company's top 600 resellers in the UK.

The requirement was for a dynamic programme delivering widespread reseller awareness and incremental business. Furthermore, it was to be simultaneously launched to the sales force, resellers and vendors.

Target audience

600 independent office supplies resellers
35 sales and regional salespersons
7 Vendor participants in the programme

Overall strategy

Initial strategy was developed with company Field Sales Managers and Vendors. The proposal, including reward structure and prizes was cross-checked with a wider sales audience in order to obtain mass buy-in.

Pre-launch teasers were employed to heighten expectation and ensure that participants hit the ground running from day 1.

A website hub was created for the incentive with separate log-ins

for Vendors, Resellers, Company Salespersons and Regional Sales Directors. This allowed the four separate audiences to view:

- Sales performance and their achievement against target
- Sales of products by type, by reseller, by Vendor
- Vendor's special promotional pages, including the facility for them to upload their promotions on a monthly basis
- Active world map which translates % of target achieved into distance reached en-route to the primary incentive travel destination – Bermuda

The results (after 5 Months)

- Turnover was up 13% on previous year
- The target number of resellers recruited into the programme was exceeded by 20%
- The Salesforce was fully motivated to sell-in the promotion
- Very positive response received from Vendors – all wished to be involved in the following year's programme
- Sales data availability has proved an effective tactical sales tool for the Company's Regional Directors
- The Website provided a dynamic medium for Company and Vendor marketing (via monthly updates direct to resellers)

