

Technology Distributor Contest



Overview

The financial melt-down was beginning to take hold in Fall of 2008 as all types of companies started to hunker down and cut costs. The challenge to offset this trend led the distributor to ChannelAssist to help stimulate sales with key partners and new resellers based on a vendor's line of energy efficient storage solutions.

Our Solution

ChannelAssist was selected by the distributor to manage a project for a six month sales contest whose winners enjoyed a trip to a world-class prestigious sporting event and enjoyed full VIP treatment during the trip. ChannelAssist designed the contest creative and messaging; constructed a web site to communicate and promote the contest to the distributors' resellers; provided database management to input sales data and report the sales performance and hosted educational resources for the vendor's products on the web site.

With most firms slashing travel expenses, the VIP treatment and trip received favourable attention from the channel sales reps and in addition to the grand prize, there were monthly contest prizes awarded to maintain sales motivation and influence sales behaviour over the duration of the contest. ChannelAssist delivered all contest fulfillments including travel arrangements, event ticketing, onsite management and functions associated with the trip. ChannelAssist also provided the infrastructure, hosted the application, provided project management and full customer support.

The Result

At the culmination of the contest, the client recorded a year over year increase of 20% in unit sales and a revenue growth of 25%. When other companies were announcing declining revenues and profits, this information technology distributor was able to strengthen sales motivation and top-of-mind awareness from its reseller community during a recessionary economy.

CHANNELASSIST⁺

888.780.9696
www.channelassist.com
sales@channelassist.com

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With over a decade of experience, ChannelAssist has helped companies grow their revenues through solid business strategies and solutions. We work with companies of all sizes, from start ups to Fortune 500 that require leading-edge, result driven solutions to maximize their revenues and channel relationships. The combination of our experience along with an extensive portfolio of products and services generates true measurable results. For more information on how ChannelAssist can help your company maximize the value of its channel relationships, feel free to call or send us a message and let's exchange some ideas on how we can help grow your business!