

26 Countries. 6 Different Languages. 2500% ROI.

This is the story of how ITA Group helped one manufacturing client break into new global markets, build loyalty directly with the individuals who had the most influence on product sales and get the **bottom-line growth** they needed.

Client Challenges

- Lagging global market share outside of the U.S.
- Achievement of corporate objectives as related to sales growth
- Low visibility into which products were actually being sold to the end user

Client Objectives

- Increase market share by gaining partner sales rep loyalty
- Motivate partner sales reps to focus on achieving overall sales growth
- Establish a better line-of-sight to the products partner sales reps are actually selling

Our Approach

In today's marketplace, the competition for sales and market share is intense. To overcome their challenges, our client needed to capture the attention and loyalty of their global independent channel partners while encouraging robust sales growth.

To help our clients accomplish their goals, we recommended a robust channel incentive using automated claims processing to achieve our client's objectives and ease the administrative burden.



Program Design

After taking the time to understand our client's business and corporate objectives, we developed a claims program that delivered results in every way.



Technology

One easy-to-use, global-friendly incentive platform that benefits participants and stakeholders alike.



Awards

Various countries, languages and award preferences require a truly global solution.

Program Results

After only two years of building channel loyalty, our client saw significant gains in sales and program participation.



Participant Experience

But it's not all about ROI. A participant's experience can't be summarized on a calculator. At ITA Group, we do what we do for the people and companies involved. We help you make an emotional connection with your clients—which gives an incredible framework for success.

"The program is right up there with the best of the incentive programs I've participated in."

— Top Performing Participant

"The claim submissions website is easier than any I've come across."

— Top Performing Participant

"Not sure there's a way to improve the program. It's easy to understand and do."

— Top Performing Participant

"The award selection has the whole gamut of everything you could need."

— Top Performing Participant

See how you can drive significant sales growth and loyalty in your sales channel with a targeted channel incentive.

Ready to optimize your channel? Reach out to us today.

Learn more of our story at itagroup.com.



About ITA Group We create and manage events, incentives and recognition programs that align and motivate your people. Headquartered in West Des Moines, Iowa, ITA Group has operations in every region of the United States and award solutions for 75+ countries globally.