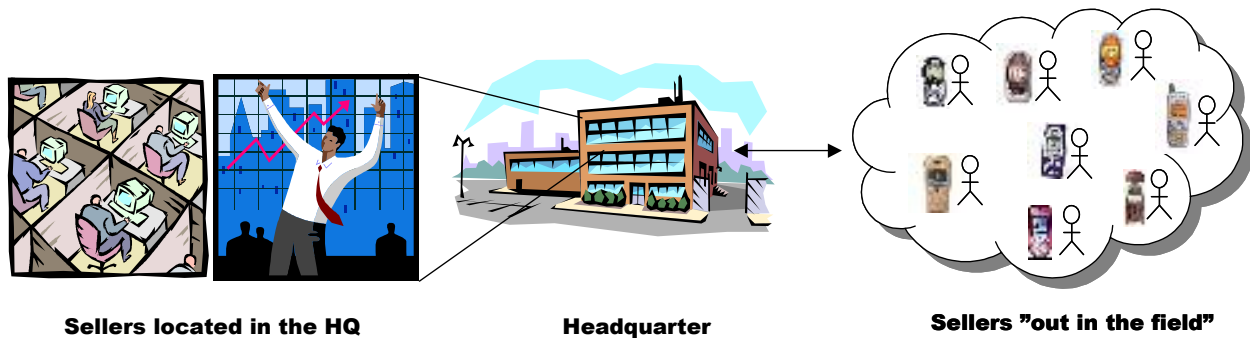


Concept type
Corporate SMS

Business Sector
Sales

Date
May 2003

Sales motivation



The concept is perfect for sales organizations with volume sales, many customers and a large sales staff. The system has been in production in Norway and Sweden for 1 ½ years with good results.

The concept

Run a “sales campaign” with a tough but realistic sales budget. Organize sales teams (groups) with individual budgets. The sum of the budgets of all the sales teams is the total budget of the sales campaign. If the total budget is achieved, the reward could for instance be a weekend in an exotic place.

To motivate the sellers and drive the sales campaign forward, a simple, but effective, sales motivation system has been developed. It’s a combination of Web and SMS. A sale is registered in the system at once.

Sellers located in the HQ

A video projector shows the sales on a big screen. It will first show the sales of each of the teams according to their sales budget and compared to the other teams. Then each of the sales team will be presented with the best-selling person this day on top, the second best-selling person on the next place etc.

All the sellers will see this screen show during the day.

Sellers “out in the field”

The system sends an SMS to all sellers “out in the field” twice a day. This SMS contains that day’s top 5 sellers list. The first message is sent just after lunch. It has proven to be a good motivation for putting in a little extra in the afternoon.

It’s also possible for the sellers to report the sales on SMS.