



The Mixology of Incentives

Distilling it Down to 8 Simple Steps

81%

of top performing companies reward their partners with non-cash awards and consider the amount of program support needed when fashioning their incentive programs



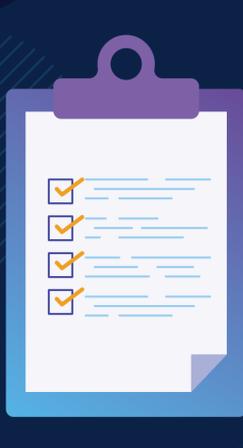
Why Does it Matter?

Because US corporations spend

\$90 Billion

annually on non-cash incentives and rewards

Creating a satisfying **incentive strategy** requires the right blend of elements to ensure success:



1  **Customize by partner type**

2  **Consider a holistic approach**

- New and emerging technologies
- Changing buyer behaviors
- Buyer and influencer personas
- C-level executive buy-in

3  **Ensure their plan spans the following lifecycle**



4  **Offer the perfect mix of incentives for different partner types**



What Will Heighten The Impact?

5  **Invest in **enablement** through training and engineering expertise**

6  **Create **incentives and compensation** models to motivate partners**

7  **Keep it neat by **targeting core objectives****

8  **Allow for program **flexibility** to meet their needs**

As for **When** to stir things up there's no better time than the present!

Once you've:



You're straight up ready to go!

For more incentive strategy insights and tips on building a sustainable channel for tomorrow, download:

Five Steps Towards Building a Winning Strategy for Tomorrow's Channel

About Vistex: Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.