

Solutions Snapshot

Consumer Products – Virtual Top Performer Event

The Situation

Over its distinguished history, a giant in nutrition, beauty and home products, with over \$1 billion in annual sales, mastered using events to engage their independent contractor/member sales force.

Quarterly promotions help maintain member focus and demonstrate to peers exactly how to succeed. These celebrations of success were large extravaganzas and featured personalized experiences like leather jacket fittings, Nike shoe events, and wine and cheese tastings at the finest vineyards.

But how do you capture the excitement of a group experience during a pandemic?

The Solution

The team created a virtual event designed specifically to engage as well as surprise and delight their top distributors in North America.

- Unlike any other quarterly promotion in the client's history, the awards in this promotion were not revealed until the actual event fostering an air of mystery and excitement.
- A custom award selection was chosen to fit the client's budget and promotion theme.
- The CEO opened the event with executive managers hosting. Two team members revealed the awards with the hosts helping demo the items during the presentation.
- A script was developed to keep the event on schedule and maintain the pace of the event, including special recognition for some of the best-of-the best performers.

The Result

- The client reported this Zoom event gained more feedback from top performers than any other promotion in the company's 65-year history.
 - Additionally, the client says it was the most positive feedback ever for a quarterly promotion.
- Plans are to continue virtual quarterly recognition events.