

Solutions Snapshot

Foodservice Broker Program – Rewarding Growth

The Situation

A major brand-name food manufacturer sought to increase sales of their condiment brands in the foodservice sector.

- Marketed to restaurants and institutional foodservice providers through a broker network
 - 25 Brokerage Organizations assigned to a specific territory nationwide
 - Each Brokerage employed 10 – 50 Broker Sales Reps calling on customers
 - One Account Manager at each brokerage was responsible for the target brands and providing updates and education on the brands to the Broker Sales Reps
- Quarterly run-rate of eligible products averaged 75,000 cases
- Company sought to increase case sales 7.5% by capturing awareness and discretionary efforts of their Broker Sales Representatives

The Solution

Launch a brokerage non-cash sales incentive program to encourage increased sales.

- Create urgency with a short, quarter-long program period
- Assign Brokerage Organization quota based on past sales
 - Award the team a pool of points upon achieving quota
- Drive greater sales by encouraging healthy competition between teams of similar size
 - Divide brokerages up into three volume groups
 - Brokerage teams within each group will compete for a pool of bonus points doubling their earnings
- Offer Bonus Points for new product sales
- Points redeemable for awards
 - Brokerage to split earnings among broker sales reps based on contributions
- Provide regular communications progress reporting to maintain focus and enthusiasm

The Result

- Program increased case sales by 19.3% over average quarterly sales
 - Nearly three times greater than the initial target of a 7.5% increase
- Generated a 10:1 Return on Sales
- Realized nearly a 250%+ Return on Investment