

Rewarding Growth - Foodservice Broker Program

SITUATION

A major brand-name food manufacturer sought to boost sales of its condiment brands in the foodservice sector. Working through a broker network of 25 organizations nationwide, the company marketed to restaurants and institutional foodservice providers. Each brokerage employed 10-50 sales representatives with a dedicated account manager responsible for each target brand.

With all of these moving pieces, the company needed a way to capture mindshare and discretionary effort across teams. They had an average quarterly run-rate of 75,000 cases and the goal was to drive a 7.5% lift in sales by motivating brokers to focus on the target brands.



SOLUTION

We launched a nationwide, non-cash sales incentive program to engage brokers and drive results. The program was operated quarterly to create a sense of competition and urgency. Each brokerage organization received quotas based on past performance, with teams earning a pool of points upon achieving their targets.

To fuel competition, brokerages were grouped into 3 volume tiers and competed for bonus point pools that could double their earnings. Additional bonus points were rewarded for new product sales. All points were redeemable for awards, and the brokerages split earnings among sales reps based on contributions. Regular progress updates kept teams energized and focused throughout the program.



Quarter-Long
Program Cycles



Points Redeemable
for Awards



19.3% Increase in
Case Sales

SUCCESS

The program exceeded expectations, driving a 19.3% increase in case sales - nearly three times the original goal. Results included:

- A 10:1 return on sales
- More than 250% return on investment
- Stronger engagement across broker teams, fueled by healthy competition and meaningful rewards