

## Case study

HP - GREENFIELDS

# Finding the greener side of the field



212F are the experts when it comes to designing channel incentive solutions that help you drive sales, build loyalty and engage your agents, dealers, distributors, resellers and customers that move and use your products. We have years of experience in delivering successful programs designed to support various distribution models that boost your sales, gain customer insight and market directly to your partners and end-users.

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THE TECHNOLOGY WORLD IS A FIERCELY COMPETITIVE AND GROWING ONE - WITH THE MARKET MADE UP OF MAJOR BRANDS SUCH AS APPLE, DELL, IBM AND CANON.

Hewlett Packard (HP) is a technology company that is part of this market, with Channel Partners - distributors of HP product - playing an essential role in getting HP devices into the hands of consumers.

In order to motivate Channel Partners to push HP product over competitors, the company had offered a range of incentive programs - but not all of these incentive schemes were so successful.

HP had previously used an incentive program known as 'Golfing on Greenfields' in 2006 with the aim of bringing new business, increasing sales of PSG products and achieving a set sales target - where this program fell short of the desired sales objectives.

Participants of the incentive scheme needed to register new Greenfield accounts and send proof of purchase and other forms to administration, where if a certain number of points were achieved, they would receive a set of Callaway Golf Clubs.

This incentive scheme failed to engage participants with the reward not appealing to the target audience and the registration and claims process being too complicated.

And that's where 212F stepped in - creating an incentive strategy that would entice Channel Partners with personalised rewards and encourage them to push hard to achieve targets.

## REINVIGORATE AND CREATE ENGAGEMENT!

212F were faced with the challenge of creating an incentive scheme that would engage Channel Partners to push HP products.

This challenge was met by creating the Skiing on Greenfields incentive program which followed a point system concerning the number of units sold.

Instead of using complicated paper forms to send in registrations, an electronic method was instead adopted allowing for an easier transition.

Exciting prizes were offered to participants, where they had the chance of receiving a Salomon Ski or Snowboard package worth over \$2,000.

Participants were further enticed to push for sales with an all-expense paid once in a lifetime trip to Queenstown, New Zealand, which would be rewarded to the top sellers of the incentive scheme.

## EXCEEDING EXPECTATIONS

The return on sales demonstrates how much of a hit 212F's incentive scheme was with HP's Channel Partners, where it smashed the sales target to receive a 26:1 return on investment!

All of the Channel Partners who participated in the Skiing on Greenfields trip said that the experience was above expectations, with some already asking questions about the next trip.

212F delivered a program that helped HP see the "greener fields on the other side of the fence" with an incentive that truly captivated participants to work hard at their targets.