

# Incentive plan improves meeting rates and sales close ratio

## CHALLENGE

A telecommunications company needed qualified, high-probability leads their sales team could farm. They sought an innovative incentive plan that would engage potential customers, excite the sales staff and meet their goals of:

- Achieving a 6-8% meeting rate
- Improving their current close rate
- Providing an efficient online redemption process
- increasing sales personnel engagement

## SOLUTION

Inspirus blended marketing consulting with incentive expertise to develop a B2B customer acquisition incentive program. Each prospect received a gift, via award codes, for exhibiting key behaviors and actions. Award codes could be redeemed online for name brand gifts (Apple iPad) or donated to charity. The campaign ran for eight weeks and targeted 2,283 business prospects in buildings that were already “wired” with their fiber optics. The campaign was promoted using direct-mail, personalized follow-up emails and phone calls.

## RESULTS

The incentive program exceeded its goals, with a **10% meeting rate**, closing **22%** of the time. It generated new monthly recurring revenue (MRR) of **\$120,787** and added **\$3.65 million** to their top-line revenue. It was so successful, the sales team requested the campaign be repeated.

**22%**  
sales close rate  
exceeded  
previous  
campaigns