

## SUCCESS STORY

# Inspire and Engage

# 35%

Next Level program generated over a 35% sales increase during a four month promotion

### The Story

An insurance company and longstanding Next Level client was experiencing sales challenges due to the pandemic. While the first quarter of 2020 had been exceptional, the client reached out to Next Level as the organization was forecasting a second quarter at about 70-80% to goal.

### The Challenge

Create a motivational sales incentive program to help Financial Advisors regain levels of productivity experienced in Q1 2020. The solution must be tiered, with multiple avenues to achieve rewards, and provide incentives that motivated Advisors to increase sales and achieve goal.



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## The Solution

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Next Level leveraged our proven TotalPRO technology as the foundation for the program. Through our Campaign Creator module on TotalPRO, we designed a tiered incentive program that required Advisors perform a series of disciplined steps in the sales process: create a business plan, develop lead generation programs, and compete in a sales contest. We then established attainable program goals to ensure adoption and engagement. And finally, we established choice in awards through our online global rewards mall to ensure motivation, enhanced marketing to ensure adoption and momentum, and our 45 years of experience to increase the volume of sales.

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## The Success

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The client was very satisfied with the increase in sales and believed the goal structure was a significant motivating factor. Next Level helped the client generate over a 35% sales increase during a four month promotion, reaching **105% of goal**.

### Company Overview

For more than 40 years, as part of the Dittman Group of Companies, Next Level Performance has been a trusted partner to organizations in a wide range of industries, helping them to tap into the vast potential of their teams, partners, and customers. We are committed to furthering best practices in our industry, investing not only in technological solutions, but also in the research and insights that inform your program.