

# Plumbing Supplier

## B2B Program

A plumbing supply company was experiencing flat sales and was interested in exploring strategies designed to motivate plumbers in the mid-tier market to shift more share to their operation. A National volume discount program was already in existence so they wanted to develop benefits targeted at their small business customers.

The dealerships wanted to develop a strategy to keep their brand top of mind when the plumber required supplies for their contracts. They were also interested in cross marketing their other services to motivate trial.

After a thorough examination of their business model and financials a 6-month program was launched. The program design was built around specific, targeted goals for each individual plumbing company. Dealership representatives met personally with each decision maker in the plumbing company. They reviewed previous 12-month sales records and product mix to develop an achievement goal for each of the six months.

Each month their performance was reviewed. The plumbers earned points if they met their goals and could accelerate their earnings if they exceeded the goals. The points they earned could be redeemed for rewards. The reward mix was customized to our client based on the unique needs and aspirations of their plumber customers.

The program generated an increase in share of approximately 10%. And on average, each plumber achieved their target goal three times during the six-month program. The tangibility of the rewards the plumber received due to their behavior change, and the added recognition they received from their dealer representative should create a halo effect that results in this brand staying top of mind.