



PIP Performance Improvement Programmes

Performance Improvement Programmes (B2B)

The goal of B2B Performance Improvement Programme is to significantly increase sales, improve channel relations, and maintain and improve quality and productivity through team performance. The bottom line improvement comes through financial and non-financial motivation, training and quality improvements.

Why MCI

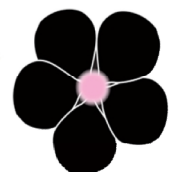
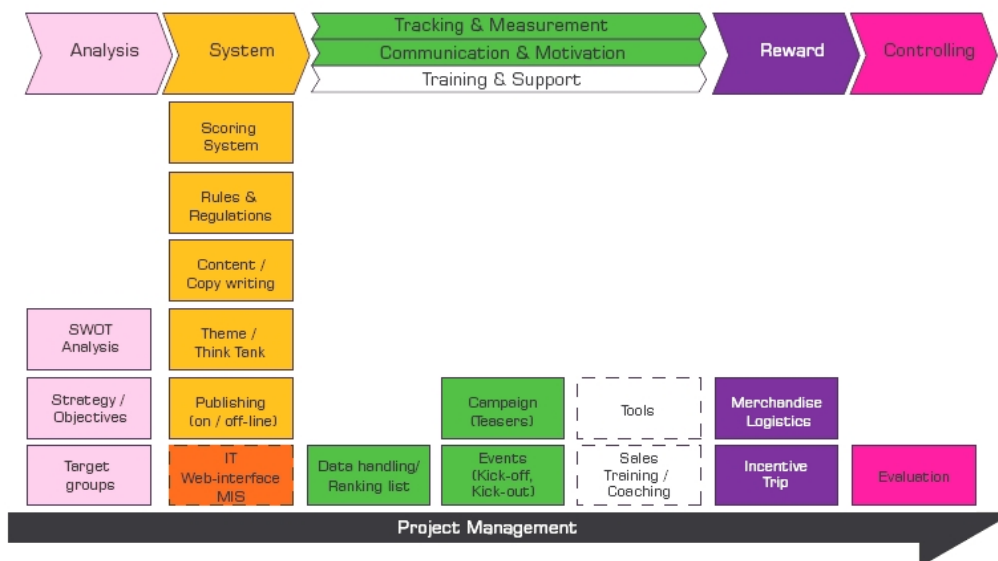
Our sales incentive schemes and communication campaigns are designed to ensure a solid return on investment. We conceive communications that will engage and sustain interest among your target audience. We use tried and tested measurement and feedback tools to demonstrate progress and rewards and we facilitate recognition to drive desired behaviour.

Our tailored services

MCI has profound expertise in the field of incentive schemes and communication campaigns. We help you to:

- § Define the overall goals of the incentive scheme.
- § Identify the target audience.
- § Determine the budget and Return On Investment (ROI).
- § Define the targets and scoring system.
- § Set a motivating theme and plan the communication campaign.
- § Choose the right rewards.
- § Communicate the message to the target audience (events, teasers, flyers, website...).
- § Track and communicate the progress of the participants.
- § Reward and recognize the achievements.
- § Close down and lessons learned.

Incentive Schemes and Communication Campaigns in detail



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