

CASE STUDY:

Motivating More Than The Top Boosts Sales

MARKETING
INNOVATORS®



Scotts Miracle-Gro

The Challenge

Scotts' previous incentive programs were fragmented between numerous marketing units and typically rewarded just a few associates for outstanding accomplishments. For example, in 2008 they conducted a sales incentive program that only awarded the top five sales leaders with a Ford Mustang.

Although the incentive was very motivating to these top sales leaders, the remaining 95 percent of the sales team became disengaged from the program when they realized they had very little chance of achieving any reward for their effort.

The Solution

Scotts and Marketing Innovators developed a new incentive program methodology and strategy that focused on driving positive behavior of a much larger segment of the sales channel versus just the top producers. The strategy included implementing one points-based, online platform for Scotts' multiple incentive programs and developing products targeted at individual salespersons.

The program awards "GroPoints" for different initiatives throughout the year across marketing units,



allowing participants to compete against each other and themselves as they work toward their goals. Sales accomplishments are recognized and rewarded with points, which can be accumulated. Participants can redeem points for their choice of gift cards, merchandise, travel or tickets to special events.



The Results

The Scotts program produced outstanding results. Overall sales volume grew, individual performance and engagement increased and the program built participation across additional business units. The single platform supports incentives at different levels for the different brands using the same tool. The points-based program keeps participants engaged throughout the year as they work toward rewards that are important to them.

"Since the new sales methodology and strategy has been put in place we have seen two consecutive record sales years. The technology and awards solution have helped us to positively influence the entire sales force versus just our top tier."

We have experienced a company-wide sales growth of up to 5 percent and individual sales rep increases of up to 15 percent.

We have used these tools, technology and awards to work together to grow the business of multiple brands in the same positive direction."

**- Program Manager
Scotts Miracle-Gro Company**



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Marketing Innovators International, Inc. | 9701 W. Higgins Rd. Rosemont, IL 60018-4717
847.696.1111 | 800.401.3698 | fax 847.696.3194 | www.marketinginnovators.com