QUANTITATIVE
QUALITATIVE
INTERNAL
EXTERNAL
SALES FORCE
PARTNERS
DISTRIBUTORS
DEALERS
CLIENTS
RESELLERS
FINAL CONSUMERS
MARKETING CAMPAIGNS
SALES CAMPAIGNS
sales stimulation
increased performance
incentivising partners
cross-selling
incentivising collaborators
B2B, B2C loyalty programs
incentivising external sales force
acquisition of market share
new product / service promotion
mystery shopper
productivity
merchandising
stimulation
reward special performance
acknowledgments
sponsorship
team-building
success facilitation
formation
sustainable partnerships
training