

SALES INCENTIVE CARD PROGRAMS

MOTIVATE. ENGAGE. REWARD.



In any business, the sales department plays a critical role in the success of the organization. Did you know that it takes approximately eight touchpoints or more with a single prospect before the average sale is closed?

The dangling of the carrot is an ancient art that is commonly accepted to be at the heart of human behavior, motivation, and, in particular, driving business performance. At its simplest, sales incentives were created for the express purpose of motivating employees to higher achievement levels.

Sales incentive programs can have an enormous impact on the bottom line and future growth of your business. A well-designed sales incentive program can help create a culture of high performance where individual goals are aligned with those of the organization. Cultivating a reputation for recognizing and rewarding good performance also helps companies reduce turnover and attract and retain top sales talent.

Traditionally, sales incentives have been managed with a lack of proper program design creating unnecessary complications and therefore often failing to provide the visibility necessary for businesses to effectively manage and implement these programs. As organizations expand and evolve, companies are turning to better alternatives.

JNR's proprietary sales incentive platform gives you the ability to quickly create campaigns and promotions with the click of a button. From data validation and processing, promotion management, reward fulfillment, and customer service, our platform allows you to step away from program management and focus on your company's continued growth.

ABOUT JNR

As a leading Mastercard® and Visa® Prepaid Card Program Manager, JNR offers complete solutions that will motivate your target audience to enhance performance, drive brand awareness, build loyalty, improve retention and increase productivity, safety and wellness.

Our tailored solutions include branded cards, a powerful yet easy-to-use online Incentive and Reward Platform, insights and analytics, and exceptional in-house account management, customer service and fulfillment teams.

For more information please contact cardservices@jnrcorp.com.

Companies with engaged and incentivized employees see a performance increase of anywhere from 25 to 44 percent, according to a recent study by the Incentive Research Foundation (IRF).

JNR INCENTIVE AND REWARD PLATFORM

Our incentive platform allows administrators to:

- Streamline all incentives in one simplified, nimble web-based platform
- Capture enrollment credentials and drive participant engagement with communication tools
- Gain insight into program performance with customizable analytics: participant enrollment, progress, claims, top performing products or locations, awards funded, redemption and more
- Reward in real time with branded Mastercard and Visa Prepaid Cards
- **And More...**

Program participants will rave about the simplified enrollment process, engaging dashboard, quick access to rules, new promotions, program eligibility, streamlined claim submissions, status updates, and instant prepaid card funding.