

# Case Study: Sales Incentive

## Financial Services Producer Perks

Perk up.

How do you get over 160,000 independent life insurance agents to wake up and pay attention to your products? Put on a fresh pot.



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### Client Objectives

- Maximize the performance and production of over 160,000 independent life insurance agents
- Outshine competitive programs
- Continually stretch agent performance

### Strategies

- Reward agents for tiered incremental business production
- Appeal to all agents regardless of previous production
- Offer incentive awards that far exceed traditional selections
- Offer bonus opportunities to motivate agents to achieve higher levels of production

### MotivAction Solution

- “Producer Perks” are earned monthly based on Combined Production Credits
- Bonus perks are earned for first time sales to draw new agents into the program
- Perks are redeemable for merchandise, travel and special shopping benefits via a custom awards catalog which includes the option for participants to book air travel online using Perks

### Results

- Client has experienced exceptional revenue growth since the inception of the program over 15 years ago
- Program data shows a growth of 32 to 38% in agent earning activity (correlating to increased premium production)