

IMPROVE YOUR UK CHANNEL MARKETING EFFECTIVENESS WITH THIS UNIQUE CHANNEL INCENTIVE PROGRAMME.



A PROPOSAL...

Looking for a clever way to motivate the channel to sell your products rather than your competitors'?

WELCOME TO OPENCHANNEL.

An online incentive that motivates the UK-based people who actually sell your products, by allowing them to:

- EARN POINTS FOR SELLING THOSE PRODUCTS
- REDEEM THOSE POINTS FOR REWARDS



THREE THINGS THAT MAKE THIS INCENTIVE PROGRAMME DIFFERENT FROM ALL THE REST

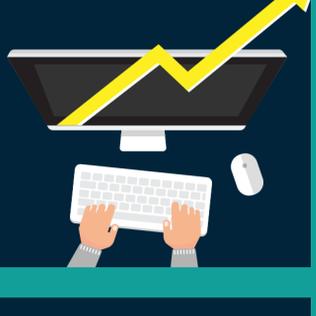
01 IT'S FREE OF TAX FOR EMPLOYEES TAKING PART IN THE INCENTIVE

In the UK, HMRC treats channel incentive rewards as benefits in kind, making them liable for tax and National Insurance.

When setting up incentive schemes, confusion over who pays the tax has often been a hurdle - for third-party promoters, retail/business partner principles and employees (sellers) who all have an obligation to declare tax due on these rewards.

With the OpenChannel incentive platform, WorksMC takes care of everything. Our agreement with HMRC enables us to administer and pay the tax and NI payable on rewards on behalf of your organisation, enabling you to offer channel employees taking part in the incentive highly motivating free of tax rewards.

Which brings us on to point 2...



02 IT SAVES YOU MONEY

Organisations can pay a blanket 45% top rate of tax on all incentive rewards, because they don't know the tax bracket of the individuals benefitting from the scheme.

When people register on the OpenChannel platform, to enable us to pay the tax on their behalf, they have to let us know their tax bracket. It takes seconds and means that tax is paid at individual level (20/40/45%) - saving the organisation large amounts of money.



03 IT ENABLES YOU TO COMMUNICATE DIRECTLY TO INDIVIDUAL CHANNEL SALES STAFF

To enable you to pay the tax on their behalf channel sellers must consent to the scheme.

In doing so, they also consent to allowing you to communicate with them directly.

This is hugely valuable, as it enables you to drive sales, influence behaviour and promote your brand.



IT WORKS

Using OpenChannel, Lenovo set a target of creating a database of 250 sales staff. They achieved close to 3,000, helping to break records in the Lenovo channel business with exceptional double-digit growth. [Learn more >](#)

THE OPENCHANNEL INCENTIVE PLATFORM PROGRAMME ALSO OFFERS...

1. TACTICAL SALES

Get instant results: Promote target products instantly by offering additional points for selling that product.

2. COMMUNICATIONS

Build relationships and gain valuable knowledge: Email channel partner directly with product news, extra points incentives, online games, deal sheets etc. Also use incentivised questionnaires to generate strategy-guiding insights from those who are selling your products.

3. SPIF DAYS

Encourage sign up to the incentive and generate additional sales: Implement engaging Sales Performance Incentive Fund (SPIF) days at channel partner premises.

4. MANAGEMENT

Save time and resource: The whole program is managed by WorksMC, with regular communication and up-to-the minute reporting.



DON'T MISS OUT ON THESE BENEFITS



REACH A PREVIOUSLY UNREACHABLE AUDIENCE

Communicate directly with, and motivate, individual salespeople



EASY TO SET UP AND MANAGE

We work closely with you, but look after absolutely everything



FLEXIBILITY

Add points as and when you need to drive additional sales, such as end of quarter to meet targets, or to focus on a product you wish to promote



DRIVE SALES

Proactively increase sales



SIMPLICITY

One stop shop for on-going sales incentives



FREE OF TAX

We take care of all **tax obligations** associated with the incentive



LEARN FROM THE CHANNEL

Get feedback to help build a deeper understanding of individual partner businesses and their needs/wants

If you want your channel marketing to work harder, let's talk.

EMAIL ME, CHRIS CLOUGHLEY [HERE](#), OR CALL ME ON **020 8780 9700**, OR **07808 585 553**