

6 Questions to Ask Incentive Management Companies

1 Do you understand my business and its goals?

Not every organization is suited to the same incentive strategies. Many incentive programs, for example, are created with B2C business models in mind. If you're a B2B company, you should make sure your incentive management company understands the unique challenges and needs of indirect selling.



2 What is your approach to incentives and motivation?

Your incentive program provider should have a strong value proposition, a succinct pitch for C-suite decision-makers, and an in-depth mission statement that supports their approach.



3 What range of incentive solutions do you offer?

Your incentive management company should offer a variety of solutions. Once they understand your goals, they should be able to specify a combination of tools, strategies, and services that are best suited to your objectives.



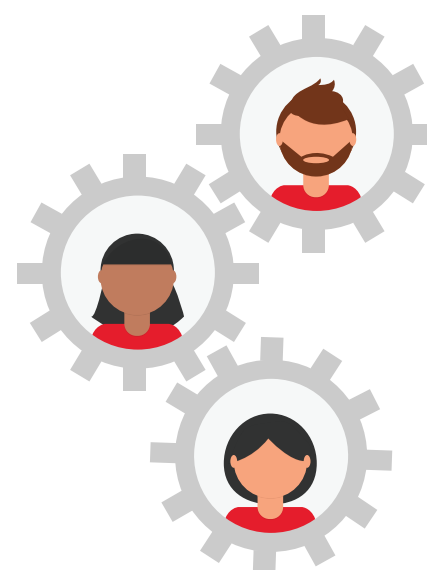
4 Which incentive management solutions did you offer other clients, and what were the results?

An incentive management company should be able to show you how their solutions helped real companies like yours achieve success with documented, proven strategies.



5 Will I have any control over who is placed on my incentive management team?

A worthwhile incentive management company won't have any bad apples on payroll, but it never hurts to have some control over who is on your team. Incentive programs are collaborative. For best results, you should work with an incentive management team that feels like an extension of your own.



6 Which of your services are in-house and which are outsourced?

The answer to this question will tell you how self-sufficient your incentive management company is. You don't want to face technology, development, or participant support issues that the incentive company can't tackle quickly.

