



**EMPOWER**  
Rewarding Change

# EMPOWER GUIDANCE NOTES

## 5. Cooperation with Incentive Providers

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Incentive providers are partners to a scheme who provide tangible rewards for participants. Involving the right incentive providers in your incentive scheme is a key to success.

There are three main aspects to consider when starting collaboration with these providers:

- **Which partners to involve**
- **What incentives to give away**
- **Which financial deals to make**

This guidance note helps you in decision making around the content of a reward shop with tangible incentives, provided by incentive providers.



First, we have to decide which partners to involve in your scheme. On the basis, any partner can be a good partner. However, there are some considerations to make when choosing your partners.

### What to consider

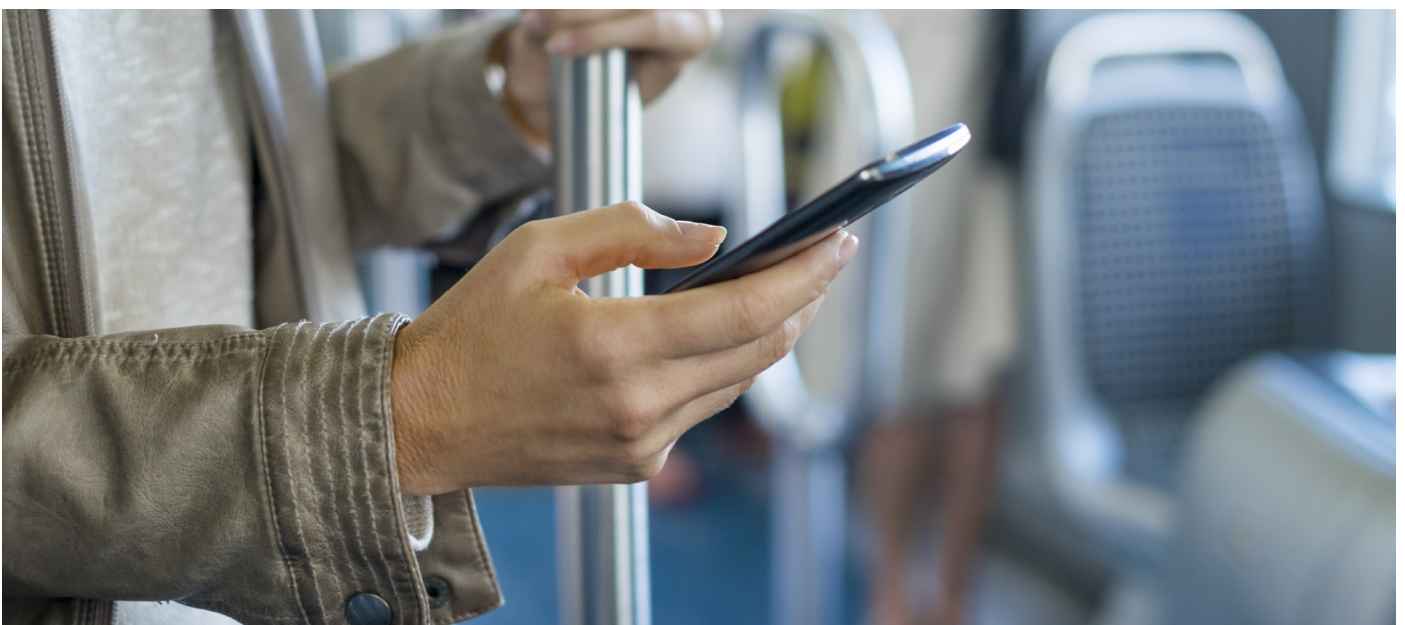
There are several aspects to consider when exploring potential collaborations.

<p><b>Personal motivation</b></p>	<p>Partners where the staff themselves supports the targets of your scheme are more likely to work just that little bit harder for you.</p>
<p><b>Local or (inter)national</b></p>	<p>Local partners can really enhance your partnership. They are present in the area, easy to reach for participants and give your scheme that authentic local feel. On the other hand, (Inter)national partners have more reach and can be more effective in supporting recruitment.</p>
<p><b>Multinational chain or personal shopkeeper</b></p>	<p>Where personal shopkeepers don't have a regional headquarters to report to, they typically have more freedom to work with you on this special occasion. Larger chains need a longer head way to start the collaboration as they are tied by company regulations. However, once the deal is made they have more options to upscale.</p>
<p><b>Brand image</b></p>	<p>Make sure the story fits: is the incentive provider as sustainable as you are? If not, can you explain why you still want to work with them?</p>

Once you have found an incentive provider, work together on the offer to provide. Think about your target group, the reasons why the incentive provider joins the programme and quickly reflect on whether you would like the giveaway.

### Some golden rules we've learned along the way:

- Make the offer specific: giving a reduced price on a specific good works better than giving 10% off on all purchases.
- Make baby steps: rather than asking people to change habits with your offer (e.g. giving a year long membership to the gym), support them in baby steps (e.g. try the gym once for free).
- Make the offer scarce: scarcity will attract more people to the offer. Don't give away too much, keep the offer limited in number or time available.
- Renew your offer: in line with the previous tip, provide continuous new offers so people see new options each time they visit your reward shop.
- Make your total offer fit for all: don't expect each individual offers to be valuable for all, so bring in a nice mixture of offerings. This way everyone can find something to their liking.
- Freebies rule: offers where people don't have to pay anything to get the giveaway typically are more desired.



Closing the deal with the incentive provider is a key step not to forget. Keep on asking yourself: why would the partner help me in my programme. There are a few main reasons why someone would join:

<b>Because you pay them</b>	If you have the resources, just buying your perfect giveaways is the easiest deal possible.
<b>Because they like your ambition</b>	This is typically interlinked with ‘personally motivated’ providers. They give you something because they want to support your goal no matter what. Treasure these people, involve them in your plans and make it as easy as possible for them.
<b>Because they want people to know them</b>	Being present as a brand can help a company to increase sales. Reward incentive providers for their contribution by attributing them in several of your communication channels. This can either be the company itself, one of their products or the location of one of their stores.
<b>Because they want traffic</b>	Having more people in your store increases sales, so offers like “get a cookie with your large coffee” helps to attract people to a coffee shop rather than going to the competition.

Some tips:

- Incentives are not the providers’ core business. Make it as easy as possible to join you and be proactive in taking away burdens. Calling and/or visiting typically works better than using e-mail.
- Not all rewards given are actually claimed. To illustrate: we’ve seen up to 70% of rewards given never being claimed in a system where people could get products worth €12,50. Make sure to agree up front whether you pay for all potential rewards given or for the actual rewards claimed.