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Want your customers to eagerly spend more money?

From eating peas to making payments, playing games is a great incentive.

If you've ever been around young kids, you know that sometimes the best incentive for unpleasant tasks is to turn them into a game. (Think playing "Here comes the airplane" with a spoonful of strained peas). Of course as kids get older, they outgrow that phase. Right?

Not really.

Not to insult them, but your customers can often be just big kids. To engage them, try making it fun by using motivational games. (Think playing "Make your payment to enter the drawing").

In marketingspeak, it's called, "gamification." Basically, playing games make a boring task, a learning process or a buying decision fun. It uses people's competitive spirit and desire to win to motivate them. There are entire businesses dedicated to gamification for sales and training.

But in mobile distribution it can be much easier than all that makes it sound.

I spoke to Mike Boyhan and Kurt Houpt, trainers at Cornwell Tools, to get their take on contests.



Q. Why do I have to turn paying their bill into some kind of game? When I pay my electric bill I don't get a gold star and no one enters me into a drawing for cash and prizes.

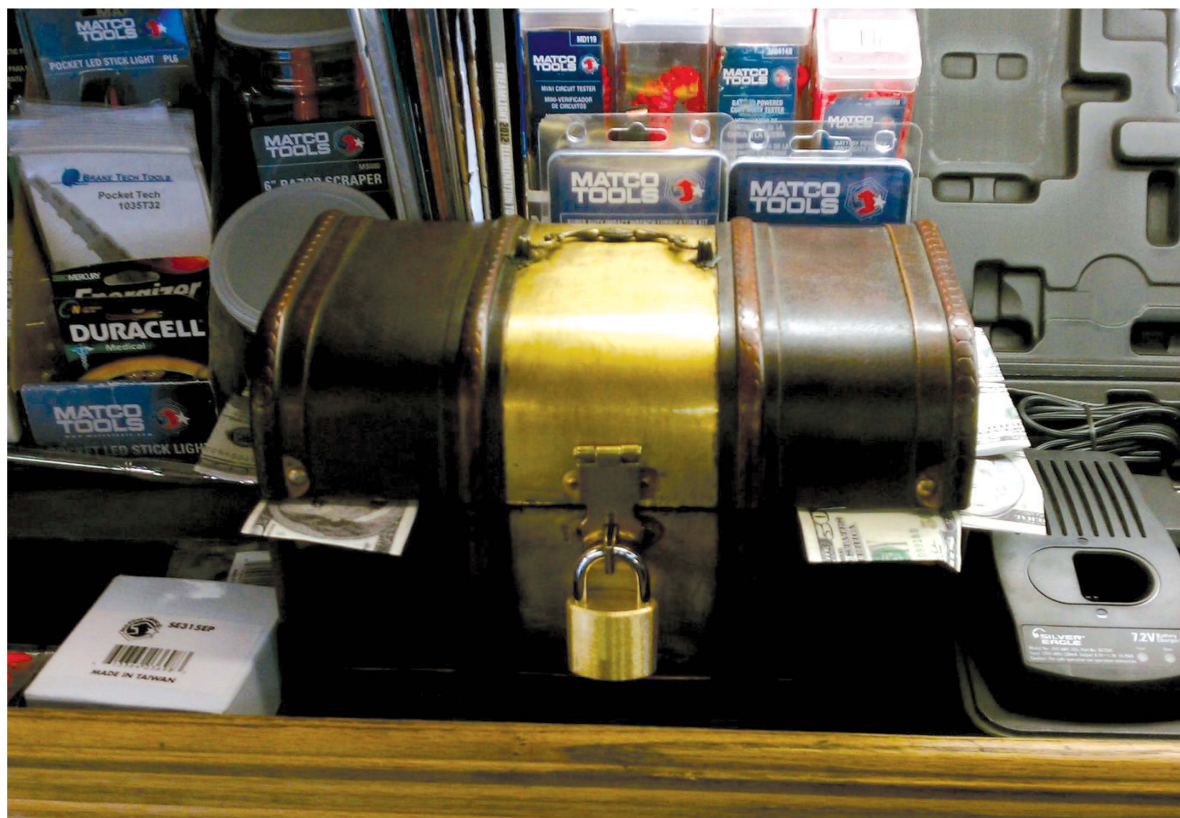


A. I agree. Paying your bills on time is an obligation. That shouldn't require an incentive. But keep in mind, you're not a bill collector. You're a salesman. The more fun

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- Some advice on late payments, repos and how to handle chatty customers. To read, visit: VehicleServicePros.com/12029548



In this pirate's chest promotion, customers don't know what the chest contains until they win the raffle.

13 Week Jacket Program

Purchase at least \$400.00 in selected items and make your agreed upon payment every week for 13 weeks

(missed payments have to be made up by the end of the 13 weeks)

You will get the jacket now and be billed at the regular price. At the end of the 13 weeks if you have qualified I will credit your account for the jacket.

Incentives give distributors a reason to engage with customers and help them gain an edge over the competition.

you make payments or purchases, the more fun you are making buying.

Maybe you don't get prizes for paying your utility bills, but think about other things as simple as fueling your truck. Chances are at least one gas station on your route has a rewards program. And many credit cards have cash-back programs to encourage you to use them. So, if you look around, you may find yourself being steered or rewarded in more ways than you realize.

Okay, maybe it's not your personality to turn your truck into a carnival with games and prizes. But occasionally running a few simple drawings or contests to engage customers, stay on pace with your competition and reach your goals isn't such a bad idea.

Q. What kind of goals can I reach?

A. There are two basic goals that a mobile dealer can choose to reach for:

Boost Collections - This is perhaps the most common objective.

To reach this goal, a dealer allows customers to participate in the game or contest only if they make their weekly payment. Often if a client is behind, they cannot participate until they catch up. And to give an incentive to pay off their balance early, a dealer may give an extra entry if they pay an extra week's payment.

Often dealers will run a collections contest just before they take a vacation so they have an influx of cash before they leave and don't find themselves in a cashflow crunch from their time away from the route.

Increase Sales - This can have a big impact on the bottom line.

There are several ways to run this kind of competition/drawing. One of the easiest is to allow a participant an ↻



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