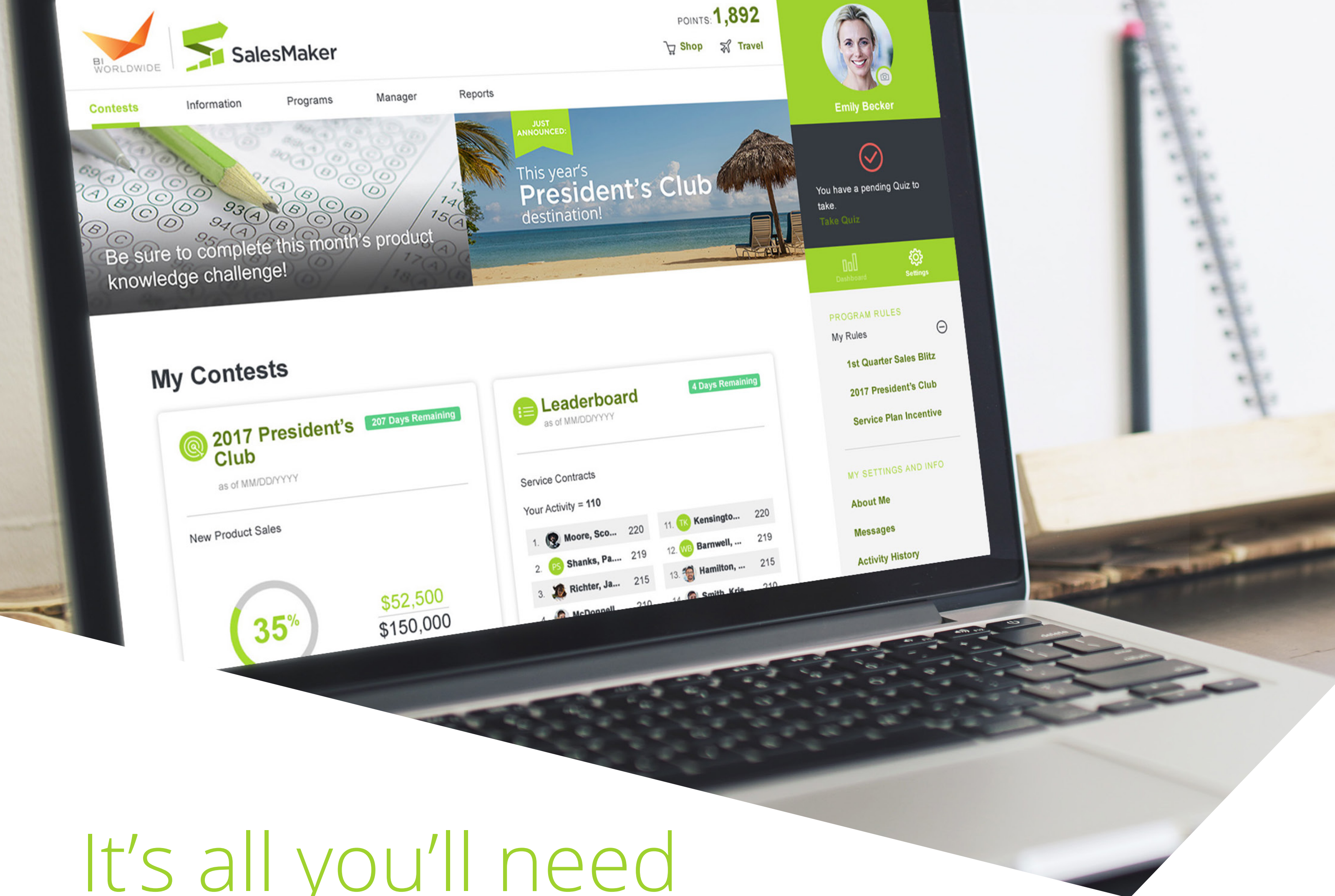




SalesMaker
Sales contests made easy.





It's all you'll need to get results

Challenge your sales team to work smarter, reach higher, and move faster with SalesMaker from BI WORLDWIDE.

Click [here](#) to schedule a demo of SalesMaker

It's easy.

It's easy with SalesMaker. The step-by-step contest builder makes it simple to run your own sales contest.

1. Choose the individuals or teams that you want to participate
2. Define the rules of the game
3. Check your work using our Contest Wizard
4. Launch the program

It's different.

SalesMaker is unlike any other solution in the market. It features:

- Portfolio of the most popular contest and incentive designs
- Support of contest design professionals
- Simple interface - it's really easy to find everything
- Micro-targeted content that creates awareness and maintains engagement
- Relevant, meaningful and actionable contest results
- Turn-key integration and local customer service

It's quick.

Short-term contests and incentives are perfect to launch new products, close the gap on quota, and get those middle performers off the fence and back in the game.

Along the way, you'll be supported by BI WORLDWIDE's experienced Contest Team, who can help with planning, guide you along the way, or even implement the contests for you.

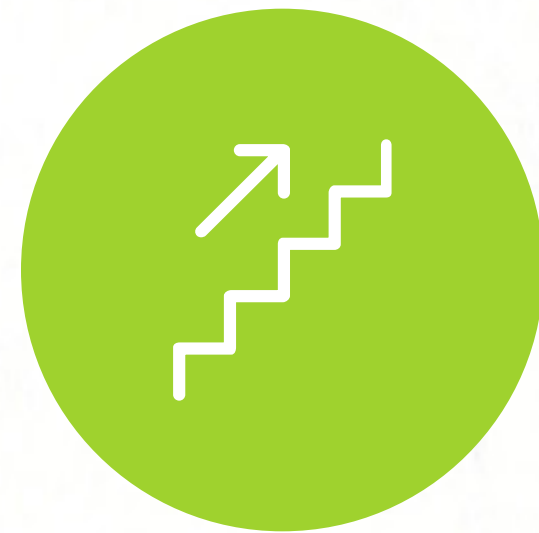
Choose from five pre-built contests

Use the Contest Wizard to do it yourself or let us set it up for you.



Do This, Get That

Simple structure where participants are rewarded each time they meet specific criteria.



Plateau/Tiered

Simple structure where 3-5 levels are predetermined; participants are rewarded based on the level they achieve at program's end.



Stacked Ranking

Eligible participants are ranked on the defined program metric(s) at one or more pre-set times; the number of earners is determined at the start of program.



Objectives

Whether you have a short-term metric to focus on, or a long-term objective like a President's Club to track, SalesMaker can bring it to life.



Award-Them-Now

Fast and easy functionality that allows you to run any contest, then pay out award points for achievements.

Creative contests that get results

The **Award-Them-Now** functionality allows you to run any contest and pay it out with points on SalesMaker. Here are some examples of the programs we have designed for our customers – try one of these or use your imagination to come up with one of your own. Sometimes the best contest ideas combine two (or more) structures to challenge your reps in new ways.



Break the Bank

Participants earn a portion of an award pool on a first come-first earned basis, based upon defined sales activities; when the pool of rewards runs out, the promotion is over.



Sweepstakes

A Do This Get That structure with a chance to earn a reward (probabilistic).



Balanced Mix

A Do This Get That structure where participants must sell multiple products and/or perform a variety of activities to earn.



Accelerator

A Do This Get That structure where payouts increase (accelerate) as key milestone levels are met.



Breakthrough

Blends two popular rules structures, Do This Get That and Plateau/Tiered, where participants earn cumulative awards as key performance targets are hit.

Contest Team

Let BI WORLDWIDE's experienced Contest Team help implement these structures for you. Simply supply baseline sales data and we'll do the rest.



GoalQuest®

A patented and proven, all-or-nothing structure where eligible participants self-select a goal at the start of the program; the higher the goal level, the greater the potential reward.



Challengepoint™

Blends the personal goal setting of GoalQuest® with a base earnings component, thus allowing participants to earn some reward, even if they do not hit their chosen goal.



Other ways to engage

By using a variety of engagement tactics, from a Learn 2 Earn contest to reporting to communications, SalesMaker can help reward your salespeople, drive revenue and more.



Learn 2 Earn

Simple activity-based structure that rewards participants for successful training completion.



Achievement Badges

Generate competition and reward activity or achievements with unique badges. Create your own or have our team design them to be motivational and have trophy value.



Creative ways to engage using Award-Them-Now



Fast Start/Finish

One of the best times to motivate your team is when an incentive is first launched - or when it is wrapping up.



Sweepstakes

A sweepstakes can be used on top of another sales incentive structure. Participants can earn entries into a random award drawing based on defined sales/activities.



Top Performer Awards

Top performers can be recognized and rewarded for exemplary performance. Awards motivate historically strong performers, while minimizing budget exposure.



Doubler or Tripler

This highly promotable tactic involves doubling or tripling Award Points. If certain performance metrics are met. Can apply to individual and team performance. It has high promotion value and is a strong way to incorporate a team-based component into an otherwise individually-focused initiative, thus encouraging reps to work together.



Games

Incorporating game mechanics into an incentive can add sizzle, fun and impact. Games drive website login activity, lends site stickiness and improve overall participant engagement.

Your winners will love the awards...

Inspirational, vivid and culturally appropriate, the award collection features more than 3.7 million of the most desired redemption options worldwide.

Merchandise

Merchandise Marketplace offers a wide variety of ultra-motivating, ultra-customizable tangible award options for your employees, sales teams, channel reps, and customers.

Experiences

Experiences Marketplace features more than 20 different categories and 232,000 experiences so every participant will find a reward worth working towards. They'll earn points to redeem for everything from local events and activities to bucket-list-worthy adventures around the globe.

You will love how easy it is

Fast Fulfillment

We manage the entire order and delivery process.

Customer Service

Your winners will receive excellent treatment with guaranteed satisfaction.

Schedule a demo of SalesMaker today

It's never been easier to take control of your sales contests and incentives.

Request a demo at:

BIWORLDWIDE.ca/contact/



The screenshot shows the SalesMaker dashboard interface. At the top left, there are logos for BI WORLDWIDE and SalesMaker. On the top right, it displays 'POINTS: 1,892' and links for 'Shop' and 'Travel'. A navigation menu includes 'Contests', 'Information', 'Programs', 'Manager', and 'Reports'. The main content area features a 'JUST ANNOUNCED' banner for the 'President's Club' with a beach background and a text overlay: 'This year's President's Club destination! Be sure to complete this month's product knowledge challenge!'. Below this is a 'My Contests' section with two cards: '2017 President's Club' (207 Days Remaining) showing a progress bar at 35% and a goal of \$150,000 with \$52,500 achieved; and 'Leaderboard' (4 Days Remaining) showing a list of top performers. On the right side, there is a user profile for Emily Becker, a notification for a pending quiz, and a sidebar menu with options like 'Dashboard', 'Settings', 'PROGRAM RULES', 'MY SETTINGS AND INFO', 'About Me', 'Messages', and 'Activity History'.

