



Self Check

Check Your Knowledge Of This
Section

Answer these questions to check your knowledge of what's covered in the Sales and Channel Partner Program Series. An Answer Key follows the questions.

True or False?

1. T F In *An Exploratory Study of Sales Incentive Programs*, conducted by the Forum for People Performance Management and Measurement, it was reported that firms spend more than a trillion dollars annually on sales-force expenditures—more than they spend on any other promotional tactic.
2. T F Research supports the view that rewards that are most desired by employees are the best for optimal business results.
3. T F A comprehensive study on motivation and incentive applications sponsored by the Incentive Federation revealed that 74 % of incentive program planners place greater emphasis on ROI as an evaluation criterion. In fact, these same planners perform the necessary ROI steps.

Check All That Apply

4. Generally, there are five key program decisions in all sales channel incentive efforts. Put a checkmark next to them:
 Rules Strategy
 Communications Plan
 Customer Satisfaction And Awareness Building
 Tracking Technology
 Education Support
 Awards And Recognition
 Travel And Related Venues

Now turn the page to check your answers.



Answer Key

Self Check Answers

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1. True
 2. False
 3. False
 4. Rules Strategy
 Communications Plan
 Customer Satisfaction And Awareness Building
 Tracking Technology
 Education Support
 Awards And Recognition
 Travel And Related Venues