



Contact us today for a free demo: 214.348.4350 x185 or otto@insidermarketing.com

WHO NEEDS OTTO®?

Sales Directors

Problem:

Your company needs to move last season’s product to clear the way for new models.

Solution:

Launch a multi-tier sales incentive that focuses on selling older SKUs.

How it works:

After discussing your program needs, Insider Marketing develops a program to meet your specific sales objectives. We determine the appropriate incentives, with award values customized to motivate participants, from sales distributors to reps.

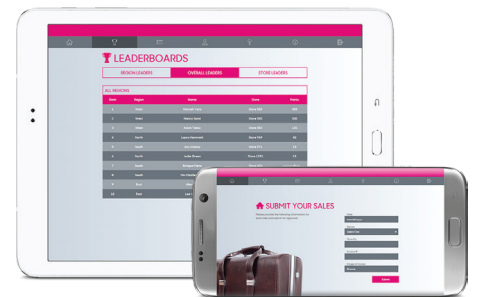
Next, we develop the creative assets and mobile-first site that feature integrated sales messaging to align your internal and external teams on program objectives.

Participants record their progress and engage with real-time leaderboards that foster competition between team members and regions. Instant rewards keep your teams motivated, while larger prizes spur them to reach sales milestones. You can adjust the incentives and participating products, as needed, to deliver your desired results.

Program owners get 24/7 reporting via custom dashboards, with visual analytics that highlight actionable program drivers and the ability to filter reports by region, store, or even rep.

What makes OTTO unique:

- The ability to launch in weeks, not months
- A complete end-to-end solution from program ideation to reporting and fulfillment
- Developed by sales incentive experts



WHY CHOOSE OTTO?

More than a software platform, OTTO is part of a suite of expert services to help you create, execute, and fulfill effective incentive programs. Developed by Insider Marketing, OTTO is backed by over 22 years of expertise serving Fortune 100 companies like these:

