

# CHANNEL INCENTIVE CARD PROGRAMS ENABLE. MOTIVATE. GROW.

**C**hannel partnerships are a high-impact strategy for growing your business. Channel partners boost sales, decrease time to market, and provide significant competitive differentiation.

If you sell your product through a network of distributors or retailers, an effective channel incentive program can influence behaviors that drive partner sales behavior, maintain brand mindshare in a competitive channel, and ultimately drive incremental revenue.

**In many industries, channel incentives are table stakes - if you don't have one, your competitors do.**

Despite their potential to improve channel performance, incentive programs often fail to live up to expectations. Successful channel incentive programs are not "one-size-fits-all," so understanding the motivational factors that entice partners to sell your product is crucial. To achieve significant partner performance growth, channel incentives must to be easy to comprehend, intuitive, flexible and fast.

Whether you are managing your channel incentive program with spreadsheets, a more complex solution, or simply do not have one, JNR's proprietary Channel Incentives Platform can offer you a simple, nimble, yet powerful tool to deploy an effective program.

By making it simple for administrators to create complex targeted promotions to incentivize all participants, JNR's incentive platform is an influential sales growth solution. From data validation and processing, promotion management, reward fulfillment, and customer service, our platform allows you to step away from program management and focus on your company's continued growth.

## ABOUT JNR

As a leading Mastercard and Visa Prepaid Card Program Manager, JNR offers complete solutions that will motivate your target audience to enhance performance, drive brand awareness, build loyalty, improve retention and increase productivity, safety and wellness.

Our tailored solutions include branded cards, a powerful yet easy-to-use online Incentive and Reward Platform, insights and analytics, and exceptional in-house account management, customer service and fulfillment teams.

For more information please contact [cardservices@jnrcorp.com](mailto:cardservices@jnrcorp.com).



**59% of Best-in-Class organizations** have active partner/channel efforts within their marketing and sales operations. The most successful producer organizations invest more aggressively in solutions and services to help maximize mindshare among their partner sellers.

## JNR INCENTIVE AND REWARD PLATFORM

Our incentive platform allows administrators to:

- Streamline all incentives in one simplified, nimble web-based platform
- Manage eligible products/SPIFs, award levels
- Automate workflows and build multi-level incentives
- Create promotions based on products, territory, partner tier and dates
- Reward in real time with Mastercard® and Visa® Prepaid Cards
- **And More...**

Program participants will rave about the simplified enrollment process, engaging dashboard, quick access to rules, new promotions, program eligibility, streamlined claim submissions, status updates, and real time prepaid card funding.