

B2B IT Industry Incentive Guide:

A Practical Guide to Promoting Growth in the IT Channel

In the ANZ IT market, manufacturers rely on a network of partners. Distributors manage inventory, while resellers sell and implement the final solutions for end customers.

This presents a challenge: in a crowded channel, how can you ensure partners put emphasis on your brand?

The solution is targeted channel incentive programs: structured, measurable campaigns that motivate specific partner behaviours. This guide describes how to address the three main challenges in the IT channel:

- **The Funding Problem:** Manufacturers offer Market Development Funds (MDF) to partners, but these funds are often spent on generic campaigns that yield no clear return on investment (ROI).
- **The Focus Problem:** Distributors sell thousands of products, making it difficult for any single brand to get the attention of their sales teams.
- **The Confidence Problem:** Resellers are often overwhelmed by complex technology and will avoid selling products they don't fully understand, regardless of the potential margin.

Overcoming these hurdles needs a strategic approach that starts at the top of the supply chain.

The Manufacturer Strategy

From Blank Cheque to Targeted Investment



The Challenge:

The MDF Black Box

To gain an edge, manufacturers offer Market Development Funds (MDF) to their distributors. The intention is for this budget to be spent on marketing activities that drive sales of the manufacturer's products.

The reality? This money often disappears into a black box. Distributors may use it for generic "gift card with purchase" offers or broad sales campaigns that do little to promote a specific technology. The manufacturer is left with no clear way to measure if their investment generated any new business, or simply subsidised sales that would have happened anyway.

The Solution:

Align Campaigns and Tie Funds to ROI

Instead of passing on a marketing budget, smart manufacturers use MDF to co-create and co-fund specific, measurable campaigns executed by the distributor.

Attention shifts from providing rewards to funding an extensive engagement framework, including tracking and reporting to demonstrate success. This approach directs investment toward proven activities, such as:

- **Targeted Sales Incentives:** Rewarding distributor reps for selling specific high-margin products or product bundles.
- **Exclusive Training Days:** Funding events that give partners the confidence to sell complex solutions.
- **Data-Driven Reporting:** Insisting that MDF-funded activities are tracked on a platform that shows a clear return on investment.

This approach benefits both parties: distributors receive financial support for effective campaigns, while manufacturers gain focused attention on their products and clear visibility into how funds are allocated.

The Distributor's Playbook

Winning the Battle for Your Sales Team's Attention

The Challenge:

Too Many Products, Too Little Time

Distributors drive the IT channel, but their sales teams struggle to manage thousands of products.

With so many options, sales teams tend to choose familiar products, those easiest to explain, or those already requested by customers. Generic national promotions are often ineffective, as they are overlooked and do not address regional differences. For example, a campaign successful in Sydney may not resonate in rural Queensland.



The Solution:

Make it Simple, Make it a Competition

To drive results, distributors should provide clear, convincing reasons for sales teams to focus on specific products. Simple, targeted, and competitive campaigns are most effective.

This involves two key tactics:

- 1. Run Regional Leaderboards:** Real-time leaderboards allow sales representatives to compare their performance with local colleagues, creating a strong incentive to improve their ranking.
- 2. Incentivise Product Bundles:** Offer incentives for selling strategic hardware and software bundles, rather than only individual products. This simplifies decision-making for sales representatives and promotes complete, high-margin solutions aligned with manufacturer objectives.

When sales representatives understand how to succeed and see their standing among peers, motivation increases. This approach helps distributors to align team focus with the manufacturer's co-funded objectives.

Empowering Your Resellers

Building Partner Confidence to Close More Deals



The Challenge: The Confidence Gap

Resellers and technical specialists who engage with end customers are the most critical link in the sales chain, but they are also the most risk-averse.

Modern IT solutions are highly complex. If resellers are not fully confident in explaining a new product, they will default to selling familiar, simpler options. This is often safer than risking appearing uninformed to clients. Small cash rebates are insufficient to address this concern.

The Solution: Reward Learning, Not Just Selling

The most effective channel strategies move beyond simple sales incentives to comprehensive partner programs. These programs reward not only the final sale but also the steps taken to achieve it.

The key is to link incentives directly to training and education. Rewarding partners for developing expertise builds the confidence needed to sell effectively. This includes incentives for:

- Completing online training modules.
- Attending technical webinars.
- Earning product certifications.

Combining educational support with competitive sales leaderboards creates a network of partners who are both knowledgeable about your products and highly motivated to sell them.

The 212F Advantage

Strategy. Technology. Rewards.

The brands that win in the automotive sector will be those that replace flat rebates and generic loyalty concepts with highly targeted, data-driven channel incentives. 212F provides the complete, end-to-end infrastructure to make this happen, built on three core pillars:



Strategy that Drives ROI

We help you engineer behavioural change. From structuring regional distributor campaigns to aligning manufacturer MDF with targeted bundle incentives, our strategic framework ensures your program acts as a verifiable revenue multiplier.



Technology without Friction

Our proprietary platform is purpose-built to ingest complex channel sales data from multiple sources. We provide your partners with a seamless, real-time dashboard featuring live leaderboards and training modules, completely eliminating administrative fatigue.



Rewards that Command Mindshare

We replace easily forgotten cash discounts with highly aspirational travel, exclusive event days, and premium flexible rewards. We transform your channel program into an experience your partners prioritise over everyone else.

Ready to dominate the channel?

Contact us to learn how 212F can transform your dealership network and aftermarket supply chain into an engaged, highly motivated extension of your sales team.

Since 1996, 212F has been the leading Trans-Tasman B2B engagement agency, driving behavioral change through incentive, loyalty, and rewards strategies across diverse markets and channels.

We provide end-to-end solutions, from program design, implementation, engagement optimisation and complete reward fulfillment, including reward merchandise, prepaid Visa gift cards, and incentive travel services.

Through strategic design and tailored communications, our B2B loyalty, incentive and rewards programs deliver measurable returns and tailored results.

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