

Beyond The Carrot:

An Approach to Impactful Incentives





MOVING FROM

Do This, Get That › Do This, Get More

We're all familiar with the old "Do This, Get That" incentives model – the classic dangling of the carrot.

It's transactional and, frankly, it's not enough to drive consistent engagement anymore.

Today, we're proposing an approach that's been overlooked for too long, and it goes "Beyond the Carrot" with a more modernized perspective on incentive design.

**But What Does It
Look Like Moving
from Old to New?**

Out With the Old: “Do This, Get That”

The old “Do This, Get That” model focused on transactional behaviors and limited rewards: Sell a widget, get some money; transact with me and get a rebate on the backend.

This approach misses an opportunity to build quality engagement – but why? What’s the problem?

A Traditional, One-Dimensional View

This narrow perspective treats incentives as an isolated tactic, focusing only on pushing specific actions like hitting a sales quota. It ignores the bigger picture and the broader range of behaviors that drive success.

Limited Rewards, Typically Cash

A one-size-fits-all reward system will often rely on monetary incentives alone. It fails to acknowledge that people are motivated by diverse factors, and cash might not be the most inspiring reward in all instances.

Everything is Transactional

Challenges arise when interactions are only built around transactions, which neglects the value of nurturing a relationship. It assumes people are purely motivated by short-term rewards, undervaluing the power of intrinsic motivation and long-term goals.



Here's Why It Works:

In With the New: “Do This, Get More”

The new model goes from “Do This, Get That,” to “Do This, Get More.” It’s multifaceted and looks at all aspects of partner relationships, not just sales and transactions.

A modernized approach is loyalty-driven, aimed at building enduring relationships with a long-term focus. It goes beyond the “singular carrot” and expands previous incentives definitions.

A Modernized, Multifaceted Approach

An evolved strategy takes a people-centered view and recognizes channel partners as more than the output they generate; sales channels are made up of people, not business machines. They need a variety of resources and benefits that motivate them to build their business with you.

Expansive Incentives

The traditional definitions of incentives were too limiting, failing to capture the full spectrum of factors that motivate individuals and teams. For instance, while seemingly straightforward, straight cash payouts have limitations in sustaining engagement and behavior change over time.

A diverse and strategic mix of incentives considers two major factors:

1. The appeal and motivation potential of an incentive (or the likelihood it will influence behavior)
2. The impact on business success (or the application of the reward for business over individual purposes).

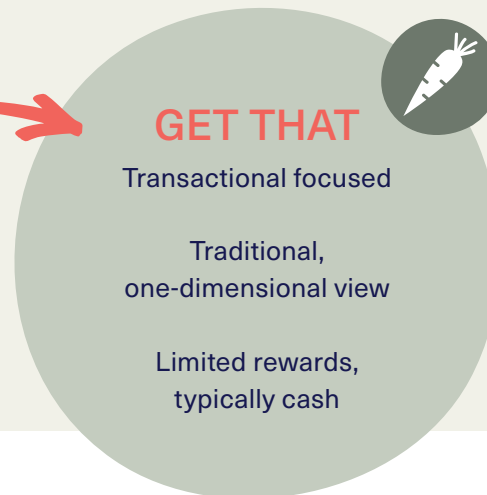
Everything is Loyalty Focused

The priority is building strong, enduring relationships with partners. Rather than focusing only short-term transactions, the emphasis is on fostering trust and mutual benefit.



OLD MODEL:

Do This



NEW MODEL:

Do This



Going Beyond Just Another Carrot

Consider the bigger picture to elevate both the “Do This” and “Get More” aspects of the new incentive model.

So, what does “This” and “More” actually mean?



Do This

“THIS” refers to the specific partner behaviors you want to motivate.

The key is to expand the scope of “Do This” behaviors beyond just sales and transactions. You’ll get the best results by rewarding a range of actions that signal engagement, showcase loyalty, boost brand advocacy and, in turn, fuel revenue growth.

This mindset offers the freedom to think about sales dollars a little differently too.

It might not just be about selling more volume month to month; instead, goals might shift toward a balanced product mix or growth in new markets.



Get More

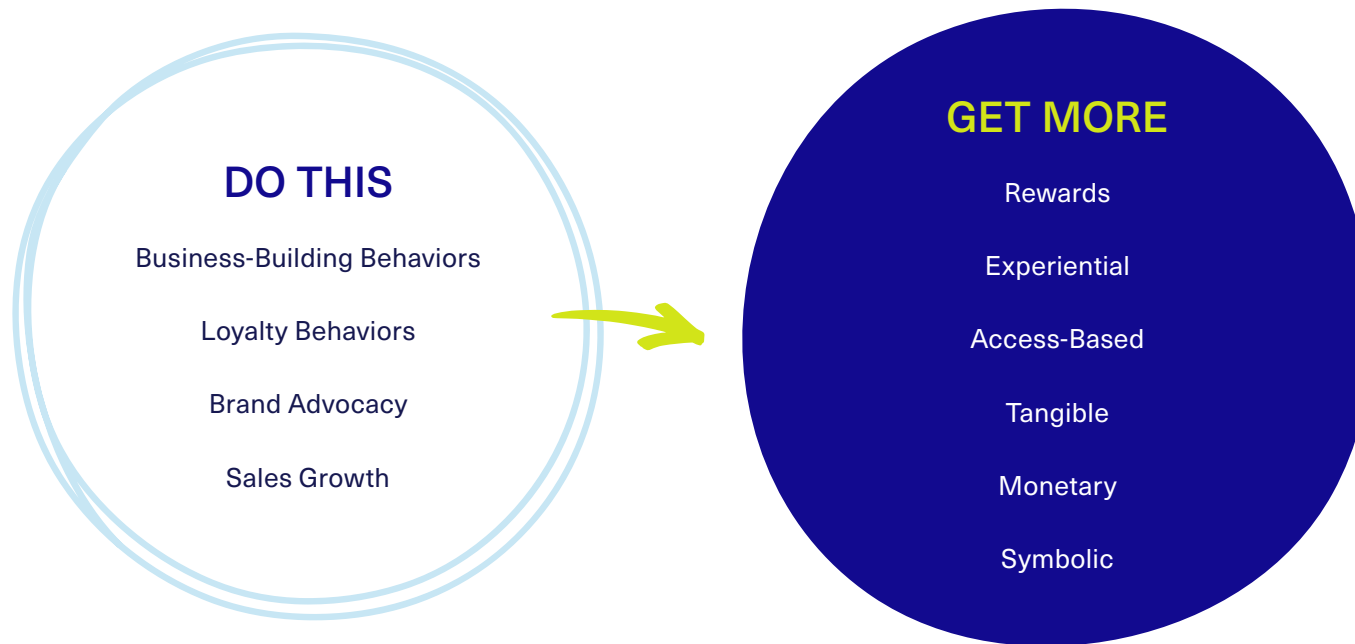
“MORE” describes the value that diverse reward options bring to partner and program experiences.

Incentives are most powerful when they extend beyond only cash and include experiences, access-based incentives, tangible rewards, and symbolic recognition. By offering a variety of rewards, you can appeal to a wider range of people’s motivations. This makes it easier for you to cater to business nuances, resonate with individual preferences and personalize experiences that lead to a more successful program.

Monetary incentives can be incorporated when appropriate, but cash payouts simply fulfill a transaction. The real goal is to strengthen connections between partners and your brand.

A Modernized Program Does MORE

Motivate the right behaviors by incentivizing them with diverse reward options.



PRO TIP

Incentivizing Business-Building Behaviors

Reinforce any actions that cultivate long-term success, such as building strong customer relationships, collaborating on co-marketing campaigns or delivering excellent customer service.

The Missing Catalyst: Behavior Enablement

Of course, positive reinforcement is the original motivator; incentives and rewards play a key role in effectively driving behavior. But there's another way to encourage action: supporting partners' ability to follow through.

A holistic view recognizes that behaviors should be enabled, not just rewarded.

It's all about giving partners the knowledge and resources they need to thrive, such as product training, marketing materials, and ongoing support.

All of it—from “Do This” to “Get More” to enabling those processes—is a continuous motivation cycle.

Partnerships are a loyalty and engagement journey.

Motivating Loyalty & Engagement Cycle



A holistic view of incentive programs goes **beyond the carrot.**

Incentive Strategies Need an Upgrade

For program experiences to evolve with partners, we need to move on from the narrow “Do This, Get That” model.

This new strategy sees the bigger picture, and it moves toward a well-rounded approach that builds strong, lasting relationships with your partners, not just one-off transactions.

Ultimately, it's not sales alone that determines program success; it's recognizing what was lacking before and making changes that help businesses grow and keep partners happy. Taking these steps means motivation will last longer than the next carrot chase.

When you meet partners with More, that's what you'll get for your business.

About Maritz

Maritz is a company that's not just about crafting strategies for clients. We are about transformational design, built on the bedrock of possibility – engaging and inspiring people to drive business results.

You're not just another client. When you work with us, you're trusting us to build something real – something that matters. We're here to help you connect more deeply with your audience, boost your performance and achieve better results across your entire business.

