

WINTER 2011/WSN 31

## TIPS FOR A SUCCESSFUL INTERNAL PROMOTION

- Keep it simple to ensure participation
- Educate your team about your product or service
- Competition is key – through teams or individually
- Set realistic sales goals and communicate them often
- Keep their eye on the prize through ongoing reminders



*Weekly prizes from  
Cox Clued In campaign  
(See back for details)*

## *Are the right people on the bus and facing the right direction?*

I loved this question when I heard it the first time. Do you have the right people on the bus, in the right seats and **facing in the right direction**? This has been my goal over the past few years, and while I believe it will always be a moving target—I can say with confidence that we're doing great.

We have many clients that have the right people on the bus, but they're not all facing in the same direction. This is important in moving a company or department ahead to meet specific goals. We've found that developing an internal campaign to educate and motivate a team helps tremendously with getting everyone facing "forward."

Cox Communications knew it was imperative that their team of people—which crossed over several departments—all work together to launch a new service. So North Star developed an internal sales program. The results verify that a little motivation can go a long way to getting your whole team facing forward on the bus.

Let us know how we can help get your team facing in the right direction.

Happy Marketing,



April Williams McCrory  
President & Visionary

**INCENTIVE PROGRAMS CAN INCREASE PERFORMANCE BY AS MUCH AS 44 PERCENT  
IN TEAMS AND AN AVERAGE OF 22 PERCENT IN INDIVIDUALS.**

— THE INCENTIVE RESEARCH FOUNDATION

## Taking the Mystery Out of Internal Campaigns

For the launch of Cox Tech Solutions, Cox Communications turned to North Star to concept, design and manage an internal campaign to educate employees and get them jazzed about their new computer support service.

Because Cox customers need help solving their computer mysteries, North Star created Clued In, an internal campaign that made Cox employees the lead detectives. To kick off the campaign, team members received a brochure, detective notebook and lanyard in their team's color. Teams made up of several departments earned points for every sale, with prizes and challenges throughout the four-week campaign. Members of the winning team each won an iPad.

The Clued In campaign revenues exceeded the 2010 forecast by 50%, and is being considered for rollout nationwide. **To read the entire case study, go to [www.fortheloveofmarketing.com/casestudies](http://www.fortheloveofmarketing.com/casestudies).**

*"The employee teams really enjoyed participating in this campaign, which created a friendly competition that helped us far exceed our forecasted results." – Roger Iannetta, Director of Product Management/Marketing, Cox Business*

Until next time,  
The North Star Team

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