

HPE SALES INCENTIVE FOR EAST & SOUTH EUROPE

is the program to recognize and reward channel sales reps sales performance, to increase Revenue on specific products

Objective:

- Increase Compute sales from distribution stock in ESE
- Create the knowledge base and raise awareness about **Intel / Microsoft/ Seagate** key differentiated features, accelerate bundle selling.
- Motivate Sales representatives at resellers to make **HPE** their **first choice** when they create market demand

Mechanism:

- The incentive is open to **all HPE Resellers** with a valid HPE Partner Agreement
- The incentive will be valid from **01. Sep** till **30. Nov** with the plan to have it extended
- For selling pre-selected HPE products, sales reps can earn Bonus Points which will be transferred at the end of the incentive period to Sales reps **personal bank gift card**
- The bank gift card is a prepaid VisaCard to be used for anything except cash withdrawal or cash money transfer. Its balance cannot be overdrawn.
- On a quarterly basis, each sales person can earn max **1.000 Bonus Points** and max **5.000 Bonus Points** on company level .

Web based registration, tracking and monitoring



Plan for FY21 is to move on MobApp



1 Bonus Point = 1\$