

# THE VERSICO STORY

## Versico Product Loyalty Strategy

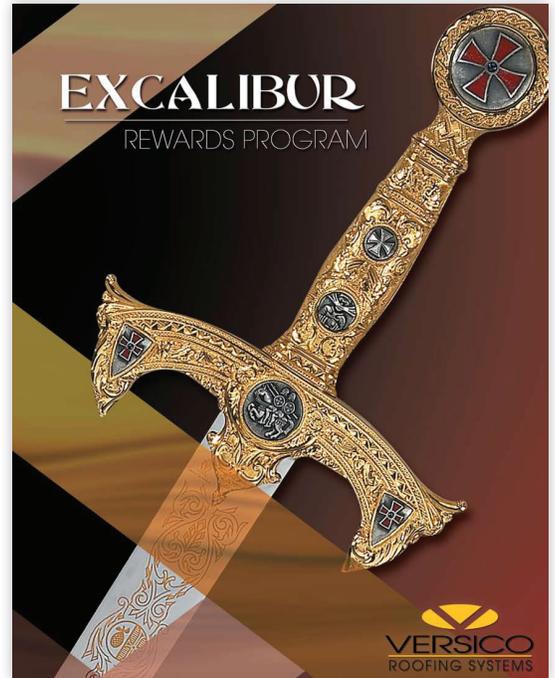
### Situation:

Versico Incorporated, the third largest provider of single-ply roofing systems in the world, wanted to engage their distributor network to make Versico products the first choice for their various roofing distributors.

### Solution:

Versico engaged Incentive Services to help design and manage a sales incentive program. Through several collaborative meetings, a program structure was created to accomplish the following:

- Reward distributors for each square foot of product purchased and installed.
- Build a tracking system to capture roofing purchases made by their distributors and put in place an approval process for Versico.
- Reward distributors a bonus for exceeding previous year's purchases.



The Versico program was introduced through a series of targeted meetings and a dynamic Communications Campaign. A technology platform was implemented to communicate Program Rules, as well as to provide overall performance to management. The platform allowed participants to earn rewards for achieving goals.



### Results:

- Versico sales have continued to grow at an impressive rate... over 10% since the launch of the program.
- Versico management believes the loyalty program has been an important part in their success to help gain mind share with their distributors, and continues to run product loyalty promotions.