



## A Successful Partnership for Sales Training and Incentives

Moen, a leading manufacturer of plumbing products, recognized the importance of providing its sales representatives with continuous training, order management, and support to stay ahead of the competition. Moen partnered with Dash Solutions, a leading employee engagement and incentive solutions provider, to achieve this goal.

### CHALLENGE

#### Lack of Sales Representative Training and Incentives

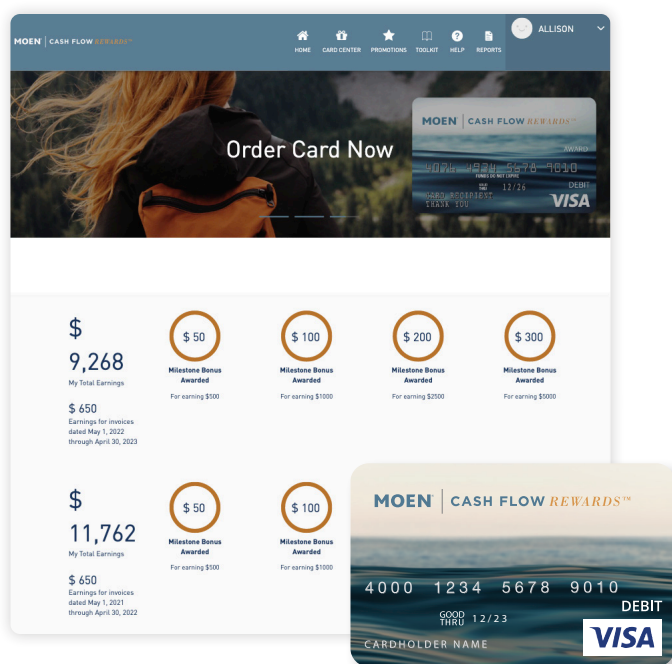
Before partnering with Dash Solutions, Moen faced a significant challenge with the training and incentive programs for its sales representatives. The company was using an outdated system which did not provide training and short-term incentives, leading to inconsistent results among its sales team. In addition, sales representatives had no streamlined process for submitting their order claims, leading to delays and errors in order processing.

### SOLUTION

#### Dash Solutions Training and Incentive System

Dash Solutions implemented a training and incentive system for Moen’s sales representatives to address these challenges. Dash Solutions created a customized training program with quizzes and other interactive tools into Moen’s website for easy access by sales reps. The examinations reinforced the training content and ensured the sales reps retained the information. Sales reps are encouraged to complete initial trainings that lead them to more complex trainings resulting in additional rewards, spiffs on selling specific products, and knowledge advancement. The system also allows sales representatives to submit their order claims quickly and efficiently in an automated process.

Dash Solutions also implemented its rewards system to motivate and incentivize Moen’s sales representatives to complete the training and quizzes. The rewards system was designed to provide real-time recognition and rewards to sales reps for their accomplishments, such as completing a training module or passing a quiz.



### RESULTS

#### Increased Sales and Improved Performance

The partnership between Moen and Dash Solutions yielded impressive results. Moen’s sales representatives reported a **significant improvement in their product knowledge** and sales skills, resulting in **increased sales and revenue** for the company. The streamlined process for submitting order claims also reduced errors and delays, improving overall performance and customer satisfaction.

The rewards system implemented by Dash Solutions proved to be a powerful motivator for sales representatives. The system increased the training and quizzes’ engagement, participation, and completion rates. This led to a more engaged and motivated sales team, positively impacting Moen’s bottom line.

### CONCLUSION

#### A Successful Partnership

The partnership between Moen and Dash Solutions proved to be a successful one. By implementing a training and incentive system, Moen was able to improve its sales team’s knowledge and skills, resulting in increased sales and revenue. Moen’s sales representatives were the most successful with their sales and improved performance. The rewards system provided by Dash Solutions was an effective motivator, leading to increased engagement and participation by sales representatives.

**“Partnering with Dash Solutions has allowed us to elevate our channel incentives and our training capabilities to new heights. Their platform is intuitive and user friendly, making it easy for our team to create and manage the programs that truly resonate with them. We are further fostering a culture of collaboration and driving engagement.”**  
**- Calli Dieglio, Channel Marketing Manager, Moen**

Overall, Moen was able to streamline its sales processes and improve its performance, thanks to its partnership with Dash Solutions.