



# Revolutionizing In-Store Sales with Quivers.





## OVERVIEW

In the high-stakes winter sports industry, a top-tier brand for performance-driven skis and ski boots recognized the value of **incentivizing** and **empowering retail shop employees**.

Historically, their employee programs relied on in-person workshops and physical sales logs, where employees documented in-store sales to later exchange for cash or product rewards during sales rep visits.

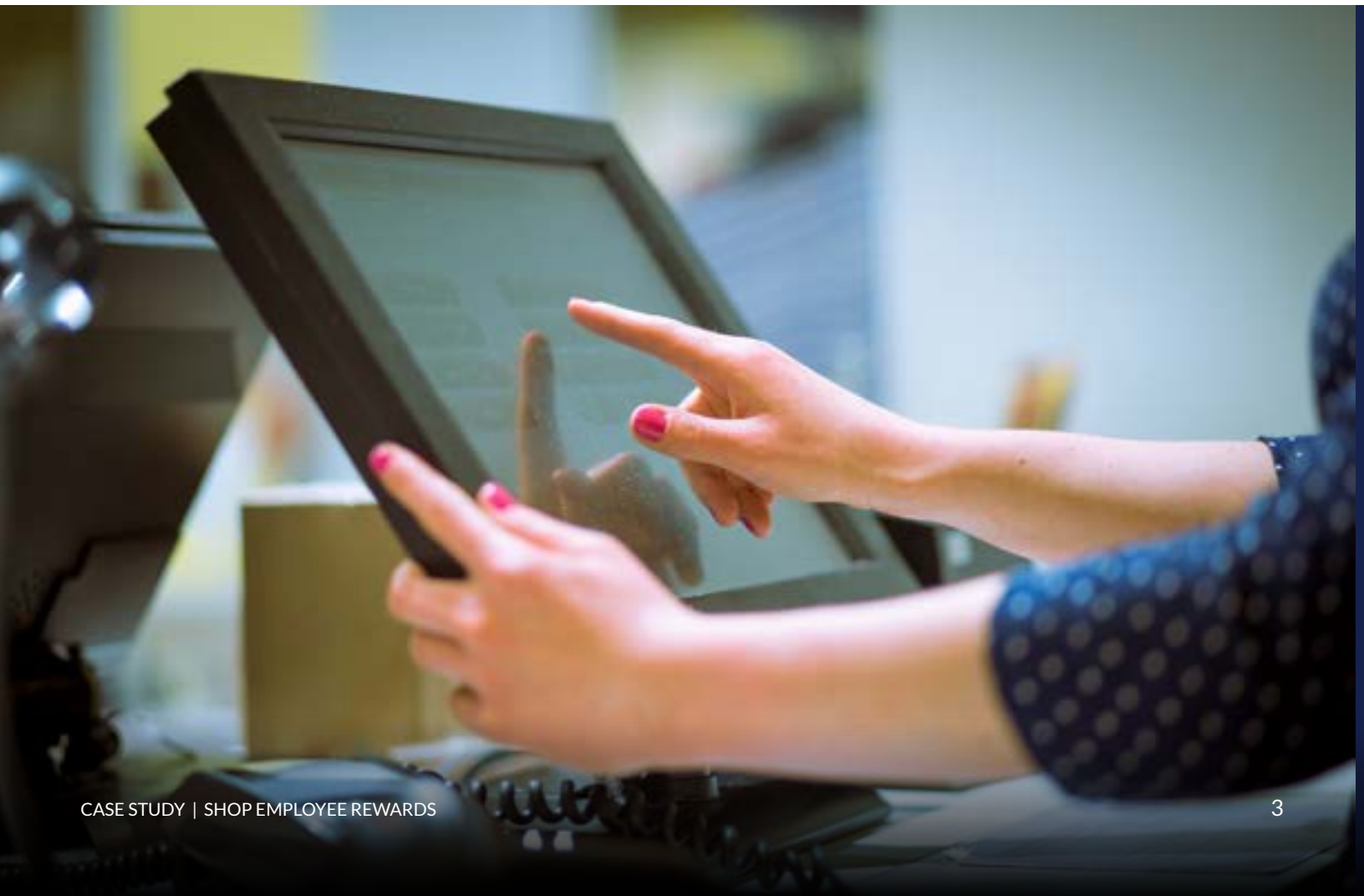
While this model had merits, it lacked efficiency, was labor-intensive, and couldn't keep pace with today's digital-savvy competitors.

To modernize their approach and meet the demands of a seasonal, competitive landscape, the brand turned to Quivers.

## OBJECTIVES

### Working with Quivers, the brand pursued four **key goals**.

- **Streamline Engagement:**  
Shift the brand's incentive program from traditional methods to a digital solution, enabling seamless, real-time engagement for employees and reducing training workload for sales reps.
- **Boost Employee Motivation:**  
Increase buy-in and enthusiasm by offering a range of rewards based on individual sales performance, encouraging employees to prioritize and promote the brand's products over competitors.
- **Increase Sales Efficiency and Volume:**  
Utilize Quivers' tracking capabilities to directly correlate employee rewards with in-store sales growth, maximizing sales impact during peak season and providing supply and demand insights for the next season.
- **Enhance Knowledge and Skills:**  
Empower retail employees with tailored training to deepen their understanding of the brand's products, ensuring they can confidently engage customers and effectively drive sales in-store.





## THE SOLUTION

Quivers provided the brand with the advanced tools needed to empower retail employees through a streamlined, digitally optimized training and rewards system.

- **Comprehensive Digital Training and Incentive Hub:** Through Quivers, the brand delivered an immersive experience where shop employees could access training and stay updated on the latest products. Key features included:
  - **Digital Training Modules:** Engaging modules on product features, unique selling points, and ideal customer profiles provided employees with the knowledge to confidently sell the brand's products.
  - **Seasonal Product Launch Briefings:** Quick, interactive updates on new skis and boots ensured employees stayed aligned with the brand's latest offerings.
- **Simplified Points and Reward Tiers Aligned with Sales Goals:** Replacing manual logs and delayed rewards, Quivers allowed shop employees to upload receipts directly to the Quivers portal for automatic point allocation and immediate reward redemption. The points structure included:
  - **Point Awards:** Keeping to their tried and true method of awarding employees with points for each in-store sale, the brand implemented a point structure based on the value and sales priority for collections of products.
  - **Reward Tiers:** To drive in-store sales, the brand introduced a three-tier rewards program through Quivers, offering rewards based on sales volumes giving employees an average return of **3.5% per sale.**
- **Demand & Sell-through Insights:** The brand integrated its third-party sales force in managing employee registration and tracking in-store sales, putting the brand's value front and center. Reps gained insights on demand, sell-through and inventory insights to identify new reorder and upsell opportunities, maximizing brand engagement and earnings.

## IMPACT AND RESULTS

During the program period, the brand achieved impressive, **data-backed outcomes** that demonstrated the Quivers platform's impact on retail performance:

- **Exponential Sales Growth:**  
Employee-referred in-store sales surged by **more than 17%** in the first season with Quivers, with total sales attributed to the program reaching **\$3.8M+** in just three months.
- **Reward Return on Investment:**  
A total of \$50k was redeemed over the program, with an average reward value of \$179 per participating employee, translating to a substantial **75X ROI**.
- **High Employee Engagement and Participation:**
  - **Active Employee Engagement:** 86% of invited shop employees engaged in training or referred sales through Quivers.
  - **Reward Redemption:** More than 50% of employees completed enough training and referred sufficient in-store sales to redeem rewards.





# KEYS TO SUCCESS



## Efficient, Real-Time Program Management

Quivers' digital tools eliminated manual processes, allowing the brand to **seamlessly track and reward employee engagement**, fostering alignment without overburdening sales reps.



## Motivational, Multi-Tiered Rewards

The structured rewards system gave employees control, sparking excitement and **strengthening loyalty** toward the brand.



## Robust Reporting and Tracking Capabilities

With Quivers' real-time insights, the brand monitored program progress, adjusted strategies as needed, and dynamically fine-tuned rewards to **boost engagement, sales impact** and unveiling **new reorder and sell-in opportunities** for the sales reps.

**For this brand, Quivers was transformative, enabling them to modernize their employee incentive strategy in a way that resonates with today's retail employees.**

**By embracing a digital-first approach with targeted incentives, they successfully strengthened employee advocacy, increased in-store sales, and differentiated their brand in a competitive retail space.**

**Moving forward, the brand is set to expand the program across more locations, confident they've found a scalable, effective approach to fostering brand loyalty and driving impactful sales growth in a seasonal market.**

# Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).

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➤ **Quivers**

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