



CEO Juice & Staff Recognition

What reports do dealers use & how do they reward?

Compiled by: Elizabeth Marvel, Office Technology Magazine

Following are two questions submitted by dealer members as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



What are the top reports you use from CEO Juice? Why?

"ID215 Possible Duplicate Toner Order, ID218 Purchase Orders Still Open, ID316 Toner Items Missing Copy Yields or Usage Limit Meter Types and ID75 Stale Inventory. The list varies based on the current focus. Don't be afraid to subscribe for a few weeks and see what works. (They are only as good as the information provided.)"

*Shaun Easter, service operations manager
Seminole Office Solutions, Longwood, Florida*

"ID621 Cash Deposits & Payments Overview for daily looks at cash flow. ID768 Biggest Problem Contracts Without a Plan for looking at service issues. ID235 Technician Profitability Report for the month to look at tech efficiency. ID72 Technician Car Stock All Inventory for inventory control at a glance. ID560 Low Profit Contract Up for Renewal/Escalation for low-profit contracts renewing."

*Jeffrey Taylor, president
Kingsport Imaging Systems Inc., Kingsport, Tennessee*

"ID587 Contracts Lost & Won, ID203 Service Contract Overages Still in Billing Queue, ID768 Biggest Problem Contracts Without a Plan and ID315 Excessive Toner Orders."

*Lynn Pickford, president
Precision Copy Products Inc., Clairton, Pennsylvania*

How do you recognize high-performing employees in various departments, including sales, service and administration?

"Trips and cash incentives. We do this for every employee."
*Chip Miceli, CEO
Pulse Technology, Schaumburg, Illinois*

"We use Visa gift cards in cases of outstanding effort or customer service. We also have an Excellence in Service Award; we select a recipient each quarter who receives a check for \$250."

*Wayne Piskin, vice president
CCP Solutions, Farmingdale, New York*

"It's easy for sales — we have a great comp plan that highly rewards [getting] a new customer with a service agreement, not as high if it's an existing customer with a service agreement, and very little if there's no service agreement."

*Dennis McGalliard, owner
Western Business Products, Redding, California*

"We use the EOS Operating System. Everything starts with core values. We GWC [the EOS tool Get It, Want It, Capacity] every employee quarterly. We use metrics of activities for sales and metrics for service."

*Stephen Valenta, president
Offix, Gainesville, Virginia*

"We do awards once a year and have biweekly recognition for daily tasks. There is an employee appreciation event once a month for either birthdays or anniversaries."

*Shaun Easter, service operations manager
Seminole Office Solutions, Longwood, Florida*

"Money! Career bonuses can top \$10,000 to \$15,000 annually — on top of normal commissions — for sales reps. We have quarterly or monthly bonuses for technicians for various incentives (e.g., Google Reviews, tip leads, etc.) And, of course, we celebrate milestone anniversaries and give annual raises to all staff members."

*Christina Dargis, vice president of operations
Copy Concepts Inc., Fort Myers, Florida*

"The sales department has the President's Trip. We don't really have anything in place for service/admin."

*Lynn Pickford, president
Precision Copy Products Inc., Clairton, Pennsylvania* ■

*Elizabeth Marvel is associate editor of
Office Technology magazine. She can be reached
at (816) 303-4060 or elizabeth@bta.org.*