



Bonuses & Lead Generation

Dealers answer questions from fellow dealers

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 sort of bonus plans do you have in place for service department personnel — both MFP and IT employees?

"We've structured our service department bonus plans to reward productivity, quality and customer satisfaction while keeping them simple and measurable. For MFP/field service technicians:

- Productivity-based bonuses tied to billable hours, calls completed and efficiency metrics
- First-call-effectiveness incentives for resolving issues on the first visit
- Parts/labor control — Rewarding technicians who manage costs without sacrificing quality
- Customer satisfaction (CSAT) bonuses tied to service feedback and low callback rates

"For the IT/managed service team:

- Ticket resolution metrics — Incentives based on response time, resolution time and SLA compliance
- Utilization rates — Rewarding high billable or productive time
- Project completion — Bonuses for delivering projects on time and within a scope
- Client retention & satisfaction — Tying performance to long-term customer success

"Additional components:

- Team-based bonuses to encourage collaboration and not just individual performance
- Quarterly or monthly payouts to keep motivation consistent
- Clear KPIs and transparency so everyone understands how bonuses are earned"

Keith Anselmo, territory manager

Appalachia Business Communications

Johnson City, Tennessee

"We bonus \$100 [each] on first-call efficiency, response time and an average of three or more calls per day. [They] must hit all three to get the bonus — \$300 per month."

Stephen Valenta, president/owner
OFFIX, Gainesville, Virginia

"[We are] using the NEXERA bonus plan."

Jeffrey Taylor, president

Kingsport Imaging Systems Inc., Kingsport, Tennessee

What can you share about successes with lead generators/telemarketers?

"We have had mixed results with lead generators and telemarketers, but success has come down to tight targeting, strong follow-up and clear accountability. The overall takeaway: Lead generators can be effective, but only when treated as a managed channel, not a "set-it-and-forget-it" solution. The best results come from ongoing optimization, tight feedback loops and strong alignment with the sales team. The bottom line: It is not about more leads — it is about better leads and faster execution."

Keith Anselmo, territory manager

Appalachia Business Communications, Johnson City, Tennessee

"We are using Technology Assurance Group's (TAG's) Connect Outbound program for imaging leads. We signed on with Josh Fedie for SalesReach."

Tim Stanley, owner

TDSiT, Lowell, Arkansas

"We hired a physical hunter to make calls on prospects, doing about 60 per week and generating two to three leads a week."

Nick Lioce, president

The Lioce Group, Huntsville, Alabama

"Hope springs eternal. We had some success with 360Connect out of Austin, Texas, but discontinued using them years ago. We have not had success with any lead generators and we have hired a number of them. We are trying a new company next quarter."

Jeffrey Foley, COO

Apollo Office Systems, Alvin, Texas ■

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