

PROMOTION TOOLKIT

SEND REWARDS

with Legrand Perks



Welcome to your how-to guide to sending rewards to your customers and distributors. Legrand offers a unique collection of e-Gift card and merchandise options that can help support your efforts to stimulate tangible growth and amplify incremental sales.

There are three ways to Send Rewards with Legrand Perks:

1

Award Points

Points give the participants the flexibility to redeem their points instantly on Legrand Perks for merchandise, gift cards, individual travel and event tickets, or they can choose to keep their points, and accumulate more, for future purchases.

2

Send a Gift Card

You can send electronic gift cards or merchandise to your distributors or contractors by emailing them a redemption code. They will click a link in the email that takes them to the redemption site, type in the code they were provided, and select their choice of electronic gift cards.

3

Send Merchandise

Similar to the gift card code, you can simply send your recipient a code to be redeemed for merchandise in the predetermined value you choose.

Best Practices: Award Points

Why should I award points?

Points are an effective reward tool because they can be redeemed instantly or accrued for future redemption.

Rewarding performance with points can help award premium growth efforts. There are several reasons to award points:

- Participant has the opportunity to accumulate and save for higher valued rewards
- Give the participant the opportunity to select more than one reward
- Expanded reward options including gift cards, brand-name merchandise, event tickets & individual travel
- Award payout resulted in a higher amount, worthy of a shopping spree

How Do I Award Points?

To get started, simply click on the **AWARD POINTS** button in the Toolkit and follow the instructions. You can also simply call Next Level Performance using the contact information provided in this toolkit.

How Are Points Redeemed?

Redemption for your recipients is simple.

- Next Level will send them an email congratulating them on their deposit, with a link to the Legrand Perks website
- They'll click the link, log in, see the points they have available on our dashboard
- They can either shop instantly in the reward mall, or allow their points to accumulate in anticipation of more rewards, and a later redemption.

Best Practices: Award gift cards or merchandise

Why should I send gift cards or merchandise?

Electronic codes that can be redeemed for gift cards or merchandise offer a simple, effective way to reward a customer or distributor for reaching challenging growth goals. They offer instant redemption power, and a choice and selection that satisfies any audience. Gift cards or merchandise are great ways to:

- Promote specific order types
- Reward a focus on product bundles
- Achieve order thresholds
- Reward top producers

How Do I Send Merchandise or Gift Cards?

To get started, simply click on the **MERCHANDISE OR GIFT CARDS** button in the Toolkit and follow the instructions. You can also simply call Next Level Performance using the contact information provided in this toolkit.

How Are Points Redeemed?

Redemption for your recipients is simple.

- Next Level will send them an email congratulating them on their achievement, with a code for redemption and a link to your rewards website
- They'll click the link, enter their code, and choose from the pre-set gift cards or merchandise collection

Still Need Help? For help in crafting your promotion, please contact Next Level Performance

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