

ALIGNING SALES AND HR ON A SYSTEM WIDE BASIS:

HOW CAN YOU STRUCTURE A REWARD SYSTEM WHEREBY EMPLOYEES CONSIDER THEMSELVES BRAND AMBASSADORS?

Employees are aware of the '**brand promise**' and are **actively engaged** in living the brand thanks to the efforts of the Marketing Manager

The marketing manager takes the lead in supporting HR in identifying employee talents/ passions so that enthusiastic employees are involved/ lead the marketing efforts

(e.g.

- employees with **wordsmithing skills** write inspiring stories on social media and in creating the marketing collateral,
- employees **who speak well**, trained in the art of storytelling, share great success stories,
- employees **good in analytics/ research** help the marketing function in preparing market intelligence data/ analysis,
- the **technology buffs** help create amazing technology solutions to reach out their brand message to the world
- employees **who love to manage events** are engaged in all marketing exhibitions/ client visits/ other marketing events,
- **creative employees** are involved in advertisement related activities
- employees with great interpersonal skills meet customers and share the brand promise of the company giving customers a unique experience of listening to non-marketing/ non-sales employees
- employees **who love to train** conduct workshops for employees responsible for customer touchpoints
- etc.)

The standard template was co-created by [Prabodh Sirur](#), [Prakash Prabhu](#), [Umashree Acharya](#), [Vidya Gomes](#) and Suvida Shetty for a People Manager workshop for The Manipal Group