



Diagnosing and treating the obstacles to high performance

A prominent financial services provider in the motor industry found that its sales turnover was lower than desired and market share was not growing as it should, yet the obstacles to high performance were not clear.

The challenge

Achievement Awards Group's initial research found that there was a distinct lack of brand awareness and product knowledge throughout the channel. The challenge was to find a way to bring all participants countrywide up to the same standard – in time to grow market share in the vehicle finance and insurance sector within the current financial year.

Our involvement

Achievement Awards Group designed a program that involved all players in the sales process – from vehicle sales executives through to sales managers, finance and insurance managers, and dealer principals.

- The program kicked off with a spectacular launch event to engage participants from the start.
- There was a hard-hitting campaign theme, with every aspect of the program designed to keep motivation levels high in a hugely competitive target audience.
- The goals set were aggressive, but achievable.
- Monthly events celebrated top achievers for the period, with a range of exciting prizes including theatre and sports tickets, hydro treatments and image consultations.
- Program goals were continually reinforced through frequent communications, including emails, SMSes, monthly newsletters and reward account statements.
- The program was frequently evaluated and feedback provided to the client.
- Top achievers were rewarded with an exciting international group travel trip designed and run by the Achievement Awards Group Travel Team.

The Science and Art of Business and People Performance

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Results

- The program successfully established a high-performance culture among the participant group, setting in motion a cycle of increased performance and market share growth.
- Targets for the program period were exceeded.

Vital statistics

Product category:
Channel Incentive
Program



Number of participants:
100 - 1 000

achievement
awards
group

 Sales & Channel Incentive Programs