



Growing market share & driving profits

An international heavy-duty vehicle manufacturer wanted to increase market share and achieve higher profit margins, while moving aged stock across three divisions.

The challenge

As new product lines came in, the company was increasingly under pressure to move hundreds of millions of Rands' worth of aged stock off the floor. The client set an extremely ambitious stretch target to sell 1 153 aged vehicles in the space of just a few months.

Our involvement

Achievement Awards Group chose a multi-faceted approach to tackle the sales process at all stages, from contacting leads through to after-sales support.

- The sales incentive was unique in that it not only rewarded sales made, but the steps leading to the sale.
- Participants were rewarded for working systematically and measured on tangible criteria, e.g. number of client appointments or number of quotes sent.
- Support staff were incentivised to give better customer assistance.
- The program later expanded to include Finance and After Sales Parts Divisions staff as well.

The campaign targeted all aspects of customer service as well as the sales themselves, cementing customer loyalty at the same time as increasing sales of targeted stock.

To ensure maximum motivation, participants were rewarded generously for their successes, earning enough in program currency to pay for state-of-the-art electronics, luxury holidays and exciting travel experiences.

Results

- Sales targets set by the international head office were exceeded nearly every month, and the grand total of sales was very close to the ambitious stretch target set initially.
- Target market share was set at 12%, but averaged at approximately **14%** throughout, and the client credited its success to the influence of the campaign.

Vital statistics

Product category:

Sales Incentive
Own Staff



Number of participants:

100 - 1 000

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 Sales & Channel Incentive Programs