

Pushing commercial vehicle dealership sales performance beyond the limits

To keep one step ahead in a fiercely competitive market, this high-end vehicle manufacturer needed to get more — and better — dealership sales performance and finance penetration. An extreme sales incentive makeover refreshed engagement, widened participation and pushed performance to new limits.

The challenge

The client's objectives were to strengthen dealer sales performance overall, push the performance potential of the Parts and Services divisions, and drive Finance acquisition and penetration.

Our involvement

Achievement Awards Group refashioned a long-running Channel Incentive Program to challenge the competitive spirit of a diverse sales force and drive performance to new limits.

- The program launched to all staff across six divisions.
- Top performing Finance and Insurance consultants earned a spot at a mid-year training workshop to sharpen their skills in delivering a first-class, best practice brand experience.
- New measures were simplified and set by division, which levelled the playing field and strengthened team spirit.
- A fresh, trend setting program theme grabbed attention and drove high participation from the start.
- Frequent communications kept momentum going:
 - Motivating text messages.
 - Monthly online newsletters with leader board updates.
 - Quick competitions with adrenaline-rush prizes.

Continued...

The Science and Art of Business and People Performance

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Results

- 109% over sales target in top performing division.
- 20% dealers successfully increased finance penetration.
- Finance penetration increased to 40%.
- 17% overall increase in finance acquisition.
- 87% average of eligible participants registered across all divisions.
- 70% AwardPoints® redeemed overall (during the course of project budget year).
- Extremely positive participant feedback throughout program.

Vital statistics

Product category:
Channel Incentive
Program



Number of participants:
1 000 - 10 000

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- A single web portal linked all campaigns and created a forum for healthy competition among participants:
 - Real-time individual and divisional leader boards let everyone know where they stood in the race for the top award – a once in a lifetime trip to the Monaco Grand Prix.
 - Weekly target updates fuelled the competitive spirit and drove one division to achieve 109% of their overall sales target.
 - Profiles of divisional and overall top performers helped to inspire the drive for success.
- Targeted Sprint Programs were very successful in generating excitement and pushing sales. Sprints are short-term tactical incentives designed to generate a quick burst of focused sales activity and drive ambitious targets over a short period.
- A hugely popular addition to the rewards mix was the Achievement Awards Group AwardsCard®, an incentive gift card accepted at over 20 000 MasterCard® retailers.

Top achievers were rewarded with a travel experience second to none – premier seats at the spectacular Monaco Grand Prix.

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Sales & Channel Incentive Programs