



Retaining top talent through tough times

When motor vehicle sales went into a steep decline, many sales executives responded by job-hopping, increasing the costs associated with a high staff turnover and leaving the company with a shortage of experienced staff. Our client needed to maintain a competitive edge by attracting – and retaining – high-performing sales executives.

The challenge

The client's challenges were to retain top sales talent, boost morale and inspire commitment to the organisation in a tough economic environment.

Our involvement

The first step was to determine the factors that would influence greater staff retention.

Achievement Awards Group undertook an anonymous online survey among 600 dealer principals and sales executives, analysing both corporate culture and staffs' experience at work.

- Almost 60% of targeted participants responded, providing valuable data for analysis.
- Data integrity was ensured through personalised access codes.
- Data was analysed according to job function, tenure, region and demographics.

Once areas influencing poor staff retention or underperformance were determined, the appropriate action plans were created. Respondents indicated that professional development was an area of concern, and this was built into the solution.

Following the survey, a multi-faceted performance improvement program was implemented, including:

- A dealer communication plan,
- A performance measurement system,
- A performance feedback system, and
- A total motivational solution, including recognition, awards and skills development.

Nine key performance drivers were identified, and incentivised accordingly.

The Science and Art of Business and People Performance

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Results

- The steps recommended by Achievement Awards Group now serve as a benchmark for current and future employee retention.
- Employees displayed a higher level of commitment and performance, and the dealer network achieved greater retention of top talent.
- The retention of top talent led to consistently high sales output, even within a declining market.

Vital statistics

Product category:
Sales Incentive
Own Staff



Number of participants:
1 000 - 10 000

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 Sales & Channel Incentive Programs