



# Turning national success to international greatness

A global supplier of commercial vehicles and services had positioned itself as a superior manufacturer and marketer. Meeting the transport and motoring needs of African and other emerging markets, it was primed to take its sales and customer service to a truly competitive level.

## The challenge

The aim was to increase sales throughout all dealerships to meet the client's national target. Customer satisfaction was acceptable, but the client wanted to push it to over 83% - placing it comfortably above industry targets.

## Our involvement

Achievement Awards Group launched a Channel Incentive Program to reach targets throughout all channels.

- The program kicked off with an engaging, exciting launch at a movie premiere. Drinks and snacks were provided and a presentation delivered.
- Merchandise awards were customised for the target audience, and to drive truly stellar performances, an international travel package was offered for the program's top achievers.
- The program included compulsory, ongoing training for all participants, reinforcing the client's strategy of developing skilled, professional and knowledgeable sales people.
- Emphasis was placed not only on making sales, but on providing all-round excellence in customer service.
- Ongoing communication was provided to keep the program top of mind, including emails, SMSes, newsletters, statements and a customised website.
- Regular feedback was provided to the client on program results and Return on Investment (ROI).

## Results

- The program was extremely successful, exceeding all initial objectives.
- The travel component was nominated in the "Most Outstanding Incentive Travel Program" at the travel industry's 2002 SITE Crystal Awards.
- **40%** increase in sales at initial launch of the program. Based on its success, the program was renewed for a further period, with the client crediting it for the company's "best year in the history of operations in South Africa".
- **134%** increase in sales target reached throughout the program; from a target of 870 vehicles sold to an actual of **1167** vehicles sold.

## Vital statistics

**Product category:**  
Channel Incentive  
Program



**Number of participants:**  
100 - 1 000

## The Science and Art of Business and People Performance

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 Sales & Channel Incentive Programs