



Case Study Automotive

A national vehicle sales organisation had anticipated a large sales volume for one of its new passenger car models for the year. A few months after vehicle launch, it was apparent that they were not on track to meet the sales goal.

Challenge

- Achieve the vehicle sales target
- Convert leads to sales
- Increase focus and urgency around the goal

Solution

- Reward sales consultants for each unit sale over a minimum qualifier
- Reward sales managers for dealership target achievement
- Design a communications campaign to create buzz and engagement
- Track and communicate progress throughout the incentive

Results

- 100% of sales target was achieved
- 20% of the participants had never sold one unit prior to the incentive
- 20% engagement increase from middle and lower performers
- 29% increase in number of dealerships that achieved target
- 60% increase in number of program logins
- Highest email open rates since program launch in 2009

The organisation asked the BI WORLDWIDE team to design a program that would engage both new and fleet car sales teams to focus on moving inventory and reaching the target.

The program included a branded communications campaign including vivid imagery of the vehicle model as well as enticing snapshots of the types of rewards that were available. In addition, the organisation agreed to use award points rather than cash or gift cards as the motivational reward. For the majority of participants, this incentive was the first opportunity they'd had to earn points to shop in the rewards marketplace. In fact, the combination of communications and rewards resulted in the highest level of participation the organisation had ever experienced.



Because the incentive was designed to reward sales professionals based on their individual performance, there was also an increase in the number of middle and lower performers who achieved sales and earned rewards. This incentive gave them reasons to re-engage with the sales target and the brand.

Finally, each dealership had a sales target for these specific models. While a few were on track to achieve their goals, this program increased the number of target-achieving dealerships by 29%.

BI WORLDWIDE produces measurable results by using the principles of behavioural economics to increase engagement with their clients' employees, channel partners and customers.

To learn more about how BI WORLDWIDE can help you implement results-based recognition in your organisation, visit BIWORLDWIDE.com.au or email enquiries@au.biworldwide.com