



Business Issue

Our client was looking to develop a cohesive program across all of their product lines, while tracking sales to the rep level. They also wanted to have an ROI driven solution to manage budget & results.

Target Audience

- 550 agricultural dealers
- 1,200 dealer sales reps

Custom Solution

Taking industry specific information into consideration, we built a custom, multi-year solution focused on:

- Year 1: Building rep-level tracking, identifying participants, & developing baseline sales data
- Years 2 & 3: Regional & product line specific dealer goals, engagement & loyalty with the channel, & driving growth & ROI

Measurable Results

Analysis

We conducted field research & created dealer sales rep solutions for two of the client's product lines. Extensive analysis was done to develop the program to minimize our client's budget risk & make the program highly motivational to the sales reps.

The client was impressed enough to take our approach to all product groups & have a cohesive program for all their customers. We took regional priorities & product groups' specific needs into consideration to develop a seamless program for their channel.

Design

Understanding the challenges we designed a very sophisticated, ROI-centered plan that addressed all concerns. The plan included:

- Custom platform designed to integrate with our client's warranty tracking system
- Marketing campaign focused on the dealer owner to explain the benefits of the program & encourage them to enroll the sales reps
- Multi-level communications that kept everyone informed, motivated & focused on top awards
- Points-based system on equipment and financing products
- Prestigious travel experience award for top-performing sales reps
- Quarterly KPI and ROI monitoring

Additional Program Details

Primary Incentive was built on a points-based platform where every piece of equipment sold equated to a number of points earned. Points earned went into the participant's "bank" that were redeemable anytime. They also received additional bonus points when the dealership reached its goal, encouraging a team environment.

Performance Management

We worked with our client to develop a platform that integrated with their sales/registration system. We enhanced this by adding selling rep information so we could assign the sale to the rep using the existing process they were comfortable with. We provided standings reports & goal attainment so they always knew how they were doing to earn awards. Through this data & connection with their channel, we were able to provide business intelligence the client had never had before.

Rewards

An incentive travel experience was awarded based on top performance within each product group, region & overall. All reps earned award points for sales, and they also received a bonus when the dealership achieved its goal. Award points were used for merchandise, individual travel, event tickets, and specialty items via our personal shopper: we even had someone redeem points for a heifer!

Measurable Outcome: Why Choose Motivation Excellence?

- Our client exceeded their goals by 27.3% with a net GP of \$64.4m over goal
- We developed direct communications & loyalty with the dealers' sales reps
- Gathered business information about who sold what products & how much, which helped refine the program's growth & results expectations for the next year.