



Business Issue

Our client needed to increase revenues and incremental sales within its dealer network but did not have the budgetary funds available to do so, or a partner performance management tool to adequately engage and incent commercial contractors or dealer channel reps to higher performance.

Target Audience

- 1,200 Commercial Contractors / Dealer Sales Reps

Custom Solution

Using industry specific information, we built a custom solution focused on:

- Understanding the participants, commercial contracts and dealer reps
- Capturing and maintaining ongoing participant engagement throughout the entire program period
- Aligning the desired behaviors with meaningful, attainable rewards that both top performers and middle performers would view as achievable

Measurable Results

Analysis

To benchmark and understand the dealer network, we conducted an in-depth analysis of the historic sales performance data from the previous four years to help establish the most appropriate and effective performance strategy going forward.

Design

The program structure was designed so the program itself would be fully funded by incremental gross profits resulting from the program's ROI. The program included:

- An aggressive, highly targeted communications plan including program announcement, teaser postcards, participation registration invitations, progression feedback and messaging etc.
- A goal-based incentive program that included both points-based rewards and travel awards for performance
- A partner program portal/website to drive ongoing participant engagement throughout the program

Additional Program Details

Primary Incentive was built on a points-based system where every participant who attained goal was awarded points redeemable for their choice of merchandise, gift cards, travel coupons etc.

Incentive Travel

Top performers who attained their sales goals based upon highest total sales, greatest dollar increase, and greatest percentage increase earned themselves and their guest an invitation to attend a highly coveted travel award experience hosted by the client's executive team.

Measurable Outcome: Why Choose Motivation Excellence?

- Program participation was 3 ½ times greater than as originally expected
 - Program drove a 627% ROI
- Program was completely self-funded by the resulting ROI
- Program profit contributions nearly doubled the anticipated projections