



Business Issue

Our client needed to increase sales by identifying new locations & expansion opportunities in addition to customer service issues that could potentially lose them business, while expanding their product portfolio. They also desired to connect 2 departments that didn't culturally work together into a lead generation partnership.

Target Audience

- Delivery drivers
- Inside & outside sales reps

Custom Solution

We developed an end-to-end lead generation tracking system that drove an ROI for behavior change as well as sales growth.

Measurable Results

Analysis

During our initial analysis, we realized our client had little knowledge of their opportunity potential. We discovered that since their delivery & pickup drivers were everywhere, they were also making valuable connections with current & potential customers on a regular basis.

Through these relationships, the drivers were discovering expansion opportunities as well as customer service issues. Since they were always in medical areas, they were also able to locate new opportunities. This valuable information could easily be transferred to their sales reps and converted to leads, but the two departments were not working together.

Design

Once we uncovered this critical gap in the lead process, we:

- Developed a custom lead generation system
- Linked the drivers to specific sales reps for lead management
- Trained both groups & measured the number of leads, type of lead, disposition time, dispositions, and ROI
- Brought management from both sides together and changed the culture to a team environment

Additional Program Details

Program Enhancements

The success of this program continues today after 9 years of operation. During the course of the program, however, we realized there had been some employee turnover (many due to retirements) and we wanted to relaunch & revitalize the program.

During the relaunch process, we analyzed the attributes of the participants and enhanced the rewards accordingly. Here is what we found:

Delivery Drivers

- Older demographic - many already retired and working part time
- Not willing to use smartphones or online catalogs

Sales Reps

- Younger demographic
- Preferred web-based interface

Armed with this knowledge, we rewarded the delivery drivers with gift cards. We kept the incentives for the sales reps the same: a points-based program with an online merchandise catalog. This very simple tweak created a dramatic increase in program participation.

Measurable Outcome: Why Choose Motivation Excellence?

- 4762% ROI
- \$70m revenue growth
- Program has run for 9 years with 1 significant enhancement, and is continuing today
- Shifted culture to a team environment