



## Case Study Transportation

**Case Study** | In the spring, this marine electronics company launched three new products.

**Challenge** | Although sales were strong during the spring and summer months, the company needed to keep their independent dealers engaged and motivated to actively sell the new products during the first few months of fall.

**Solution** | BI WORLDWIDE developed a goal-setting promotion for the company's sales reps. The GoalQuest® program design included:

- Three level goal structure with step-up goals
- Exponential rewards reflecting the degree of difficulty
- All-or-nothing rewards approach
- Pay for performance design
- Participant self-selection of goals

To keep the sales reps focused on selling the products during the 2-month promotion, BIW developed a communications campaign. The campaign included an announcement brochure, emails, promotional videos and individual reports showing each rep's progress toward their goal.

## Results

The company realized a 9% lift in sales versus the previous 2 months.

