THINK BIG and small and everywhere in between

Increase sales from all segments of your sales channel

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Did you know it's possible to create a significant lift in sales from ALL segments of your sales channel — big sellers, average sellers, low sellers and even your inactive sellers? It all comes together when you use an engaging incentive program design that's right for you and offers appropriate non-cash award value levels.

If you're looking for that much-needed sales lift, read on to learn how BI WORLDWIDE's GoalQuest® incentive structure gave one of our clients a necessary (and unbeatable) sales boost.

The Scenario

A major manufacturer of on- and off-road utility and sports vehicles had acquired a manufacturer of electric utility vehicles. Two years after the acquisition, the existing dealer channel sales were disappointingly sluggish.

At that point, only half of the 200+ dealers had sold any units in the past six months. Worst still, many of the dealers hadn't sold any units within the past full year — and were altogether ignoring the electric vehicles in favor of their gas-powered counterparts. Our client asked us if there was an effective way to boost their sales across the board.

The Specific Need

It quickly became clear that our client needed to increase volume amongst the dealers who were actively selling electric units and reignite sales among its dormant dealers. It was especially important to communicate with — and actively engage — their inactive dealers.

The Solution

BIW designed a short-term GoalQuest incentive program tailored to meet and exceed the company's specific sales needs. The program:

- Asked participating dealers to select a dealership growth goal from three pre-structured choices to be eligible for the 90-day incentive program
- Assigned a volume baseline to each dealer, which was their actual average quarterly unit volume from the previous year
- Required that all dealers, even high-volume ones, grow their sales units over baseline to earn any award
- Was structured so that available award values escalated rapidly as goals increased in difficulty
- Allowed dormant dealers to earn an award if they could sell even one, two or three units during the program period

The Successes

- 82% of dealers were actively engaged in the program (defined by selecting a dealership growth goal)
- The program created a 45.6% net increase in unit sales over the company's quarterly run rate

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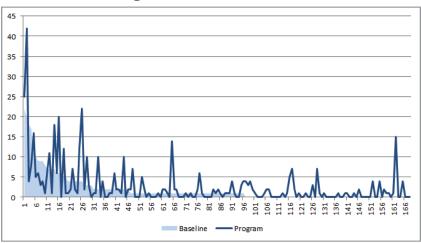## Increase sales from all segments of your sales channel

- Nearly one-half of participating dealers grew business volume and achieved selected goals
- Most of the achieving dealers outperformed their selected goals, creating additional lift without any additional awards cost to the manufacturer

The Sales Numbers

Overall, the program investment produced a 251% return on investment in 90 days. ALL dealer channel sectors contributed to a lift in unit sales by reaching their goals:

- The bottom 40% of dealers had a **220%** unit growth
- Mid-range dealers had a **39%** unit growth
- High-volume dealers showed a **22%** sales growth

Incentive Program Period Unit Volume Sales vs. Pre-Program Unit Volume Baselines

To understand the chart above, know that the shaded area represents the pre-program run rate volume baselines of the 166 dealers who selected goals in the incentive program. The blue line shows their actual sales level during the program. Any point on the blue line found above the shaded area —note the shading stops at dealer #96, as those beyond had zero sales baselines — indicates an increase in volume.

The Key Takeaway
Sales over baseline came from large dealers, middle size dealers AND zero-volume dealers. This demonstrates that a powerful lift can be created from all volume sectors if the program design and awards value is appropriate to the channel members.

To learn more about **BIW's** patented GoalQuest incentive structure, visit: **BIWORLDWIDE**.com or email LATAM@**BIWORLDWIDE**.com.