



Case Study | Channel Incentive Program - Motor Industry

The Science and Art of Business and People Performance

To keep one step ahead in a fiercely competitive market, this high-end vehicle manufacturer needed improved dealership sales performance and finance penetration. An extreme sales incentive makeover boosted engagement, broadened participation, and pushed performance beyond previous limits.

The Challenge

The client aimed to:

- Strengthen overall dealer sales performance
- Boost the performance potential of Parts and Services divisions
- Drive finance acquisition and penetration

Vital Statistics

- Product Category: Channel Incentive Program
- Number of Participants: 1,000 – 10,000

Our Involvement

- Achievement Awards Group refashioned a long-running Channel Incentive Program to challenge the competitive spirit of a diverse sales force and drive performance to new limits:
- Launched the program across six divisions
- Top-performing Finance and Insurance consultants attended a mid-year workshop to refine skills and deliver best-practice brand experience
- Simplified and division-specific measures levelled the playing field and built team spirit
- A trend-setting theme attracted attention and drove high participation
- Frequent communications kept momentum:
 - Motivating SMSes
 - Monthly online newsletters with leaderboard updates
 - Quick competitions with adrenaline-rush prizes

Enhanced Engagement Tactics

- Single Web Portal:
 - Linked all campaigns and fostered healthy competition
 - Real-time individual and divisional leaderboards
 - Weekly target updates fuelled competition, helping one division exceed 109% of their sales target
 - Profile features of top performers inspired broader participation
- Sprint Programs:
 - Short-term tactical incentives created excitement and boosted short-term sales
- Award Card Integration:
 - Introduction of the AwardsCard®, a gift card accepted at over 20,000 MasterCard® retailers, added flexibility and appeal to rewards
- Grand Prize:
 - Top achievers won premier seats at the Monaco Grand Prix – an exclusive travel experience second to none

Results

- **109%** over sales target in top performing division
- **20%** of dealers successfully increased finance penetration
- Finance penetration increased to **40%**
- **17%** overall increase in finance acquisition
- **87%** of eligible participants registered across all divisions
- **70%** AwardPoints® redeemed during the project budget year
- Extremely positive participant feedback throughout the program

Contact Information

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