



## Case Study Automotive

When this luxury automotive manufacturer wanted to drive sales of two key models in Mainland China, the company approached BI WORDWIDE China to motivate its dealer network sales force and focus the sales consultants on making a difference for that quarter.

## Challenge

Because this OEM is growing its sales quickly, many of the sales consultants are new employees to the dealerships. Much of their time is spent gaining knowledge of the model features and benefits, plus dealership operations.

## Solution

BI WORLDWIDE China designed and implemented a turnkey quarterly incentive program. This included a web site, on-line claiming process and game featuring a variable-ratio reward, and ongoing communications and reward sourcing / fulfillment. The campaign was themed “Beyond the Peak” to focus the sales consultants on climbing the sales summit and making it to the mountaintop and beyond, reinforcing the idea of “no limits” to individual sales performance.

## Results

Participation in the program was strong with 80% of the dealerships enrolled. The program had 13,000+ web hits during the three-month promotional activity. This represents 54 hits per dealership each month.

The program achieved 129% sales against target, helping the OEM to double its market share in this vehicle segment.

