

Self-Selected Goals with GoalQuest®:

The world's only patented short-term sales incentive program that uses the impact of self-selected goals designed to drive productivity throughout the *entire* sales force.



INDUSTRY:
AUTOMOTIVE



AUDIENCE:
FLEET SALES MANAGERS

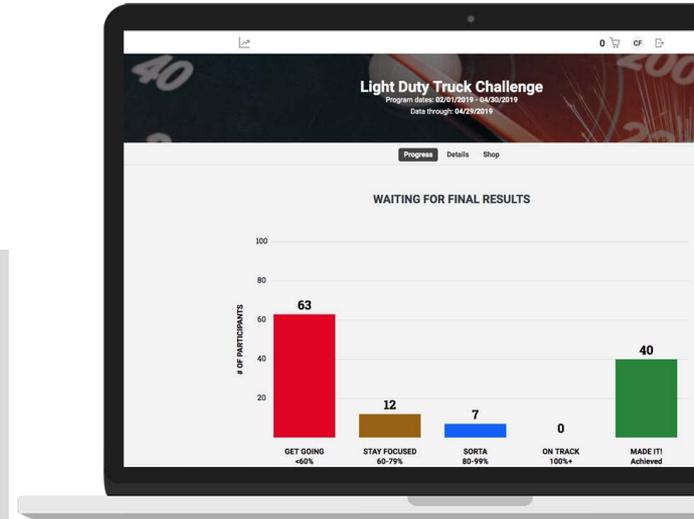
Objective

Increase new truck sales

Solution

BI WORLDWIDE Canada designed and operated a 90-day sales incentive for 150 Fleet Sales Managers using the GoalQuest incentive structure. The core components of this program included:

- **Self-selected goals:** The audience was segmented into 4 groups based on prior fleet sales performance creating relevant personal goals that are both ambitious and attainable.
- **All-or-nothing achievement:** The program introduced a rewards accelerator to encourage top performers from each group to keep selling, even after the goal they selected had been achieved.
- **Goal choices:** Goal choices based upon individual run rates from the same period of the prior year.
- **Communications:** Weekly communications to participants to maintain awareness of progress to goal.

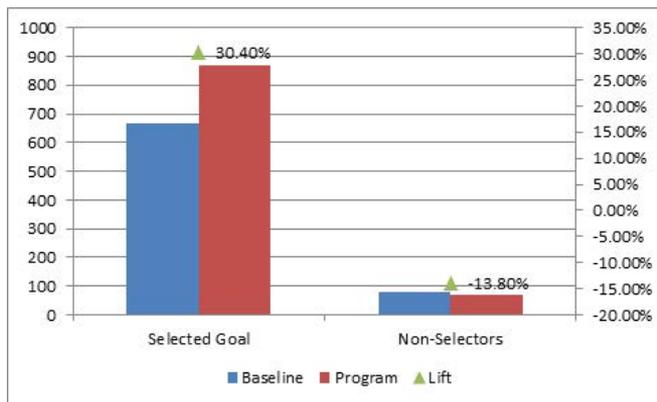


Self-Selected Goals with GoalQuest®:

Results

- **Goal selection:** Self-selected goals drove performance. Those who selected goals increased their sales **+30.4%** over baseline. Those who did not select a goal had sales go down **-13.8%** of baseline during the program.
- **Achievement:** **51.6%** of the audience performed over baseline.
- **Segment performance:** The greatest improvement came from the historically middle and lower baseline participants with **113%** sales lift. Additionally, previously unengaged sales managers (0 sales history) drove sales through the incentive period and beyond.
- **Return on investment:** Sales lift was **\$609,000** with a program ROI of **1,013%**.

Goal Selector Performance



30.4%

INCREASE IN SALES
OVER BASELINE



113%

LIFT FROM
MID AND LOW
PERFORMERS



51.6%

ACHIEVED OVER BASELINE



1,013%

TOTAL PROGRAM ROI