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:
MANUFACTURING

AUDIENCE:
DEALER MANAGERS

Objective

Increase dealer sales

Solution

BI WORLDWIDE Canada designed and implemented a 75-day GoalQuest pilot program for a manufacturing company involving the top 372 dealer location managers. The core components of this program included:
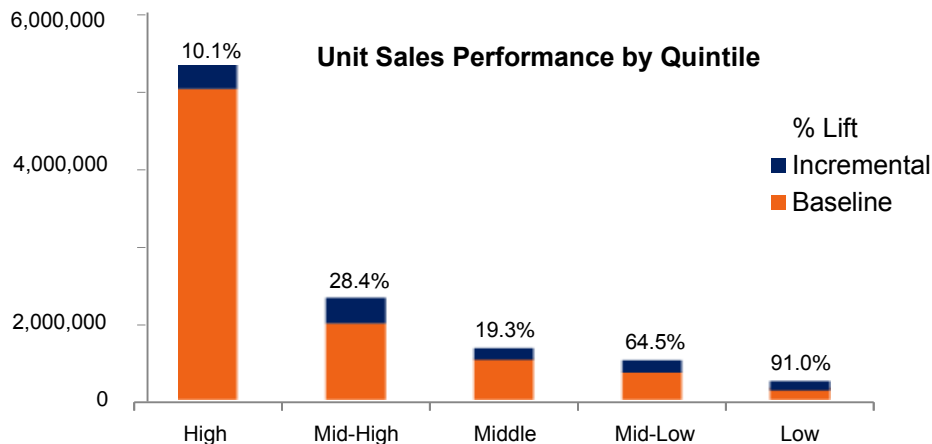
- **Segmented audience:** The audience was segmented into 4 groups based on business unit and prior performance, creating relevant personal goals that are both ambitious and attainable.

- **All-or-nothing achievement:** The program mandated participants to select a target – one goal to focus on. This increased accountability and motivation, giving participants a sense of being in control of their own sales performance.

- **Supervisor involvement:** Supervisors were entered into sweepstakes and rewarded points based on the percentage of their dealer sales reps who achieved their selected goal, encouraging performance among dealers. On-the-Spot (OTS) cards were also distributed by the dealers to their sales reps to drive excitement about the program.
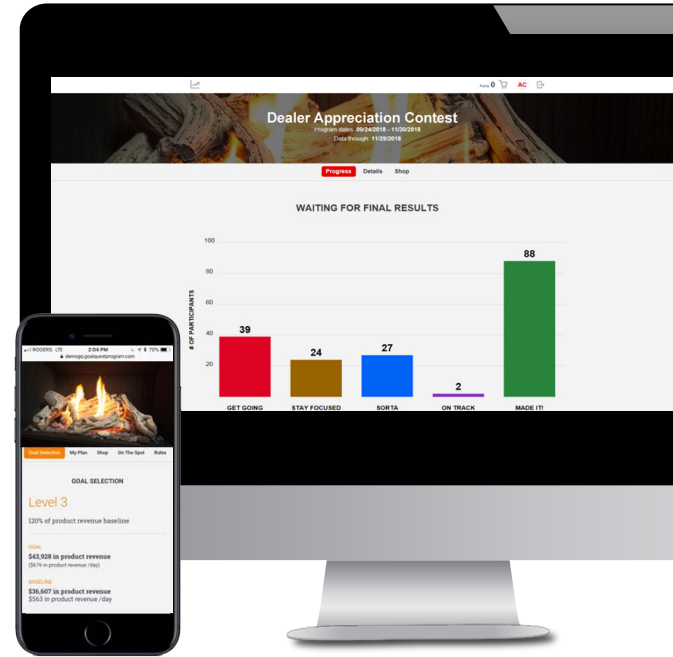
Self-Selected Goals with GoalQuest®:

Results

- **Goal selection:** Goals selected were skewed to the aggressive side. **58%** of dealer participants selected the highest level, *Goal Level 3*, compared to the average 41%*. This profile indicated a confidence in reaching the goals offered and a desire to obtain the higher award levels.

- **Achievement: 58%** of participants that selected *Goal Level 3* achieved their goal, 16% above what was estimated.

- **Segment performance:** The greatest sales lift came from the low and mid-low performers, reinforcing the impact GoalQuest had on influencing behaviour change among them.

Unit Sales Performance by Quintile

% Lift
- Incremental
- Baseline

Quintile	% Lift
High	10.1%
Mid-High	28.4%
Middle	19.3%
Mid-Low	64.5%
Low	91.0%

*based on historical benchmark data from 1,050 completed GoalQuest programs as of December 2018

48%
PARTICIPATION
SELF-SELECTING GOALS

64%
LIFT FROM MID-LOW PERFORMERS

91%
LIFT FROM LOW PERFORMERS

52%
ACHIEVED OVER BASELINE

1,465%
TOTAL PROGRAM ROI