Automotive Case Study: Sales Incentive Program

GoalQuest® is 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

Exceed aggressive Fleet vehicle sales targets in a competitive end-of-year selling period.

Challenge

- Address significant performance variances within the audience by engaging all Fleet Managers, not just top performers.

Solution

Using the principles of Behavioural Economics (BE), BI WORLDWIDE Canada designed and operated a 60-day GoalQuest® sales incentive involving 154 Fleet Sales Managers. The core components of this program included:

- **Tailored goals:** The audience was segmented into 5 groups based on the previous year's performance. Using the BE principle of *idiosyncratic fit*, each group's *goal levels*—based on their own historical performance—were created to be relevant to the individuals within the group; ambitious yet achievable.
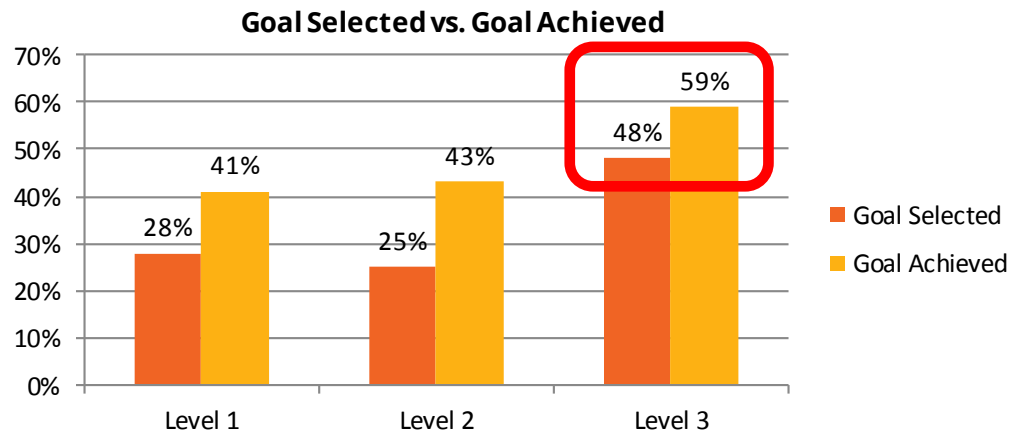
- **Self-selected goals:** Incorporating *choice architecture*, Fleet Managers set their own goals by selecting one of 3 *goal levels*. Awards for *goal levels* were varied and reflective of the goal.

- **Manager over-ride:** A manager over-ride was implemented to engage and award corporate Regional Managers based on the performance of Fleet Managers within their region.

- **Communications:** Weekly progress emails to participants and managers augmented by inspirational emails to participants.
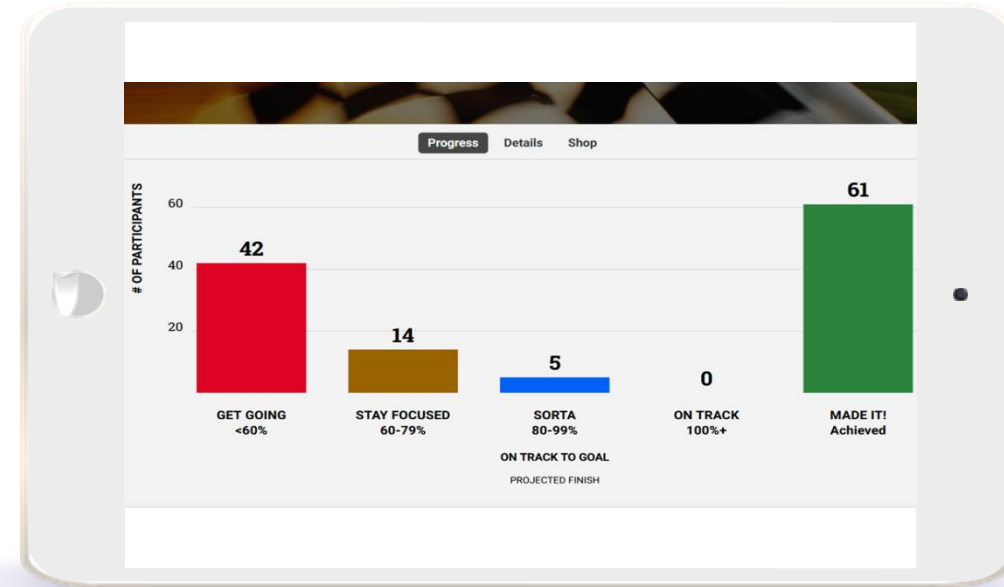
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Results

- **Goal selection:** 48% of Fleet Managers selected the most aggressive goal, *goal level 3*, compared to the GoalQuest® historical average of 41%*.

- **Achievement:** 51% of participants achieved their selected goal. *Level 3* had the highest achievement rate at 59%.

- **Incremental lift:** 44% of participants exceeded their goal.

- **Participants vs. control group:** Participants significantly outperformed the control group by 33.3%.

- **Segment performance:** The greatest improvement came from historically low and mid-low performers delivering a sales lift of 174% – reinforcing the impact GoalQuest® has on influencing behaviour change across a spectrum of performers.

- **Manager over-ride:** The Regional Managers drove engagement by sending reminders and encouraging messages to Fleet Managers – resulting in all Regional Managers achieving their goal.

- **Outcome:** The aggressive end-of-year target was exceeded.

- **Return on investment:** GoalQuest® delivered an ROI of 199%.

174%
LIFT FROM MID AND LOW PERFORMERS

49%
ACHIEVED OVER BASELINE

199%
TOTAL PROGRAM ROI

Goal Selected vs. Goal Achieved

Level 1: Goal Selected 28%, Goal Achieved 41%
Level 2: Goal Selected 25%, Goal Achieved 43%
Level 3: Goal Selected 48%, Goal Achieved 59%

*based on historical benchmark data from 1,100 completed GoalQuest® programs by 1,150,000+ participants as of July 2019

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