

Proving rewards drive performance.

Learn how BI WORLDWIDE Canada (BIW) helped a leading point-of-sale financing provider to drive lift in dollars financed by introducing tangible rewards instead of cash incentives.

GoalQuest is the world's leading short-term sales incentive program that uses the impact of self-selected goals designed to drive productivity throughout the entire sales force.

Objectives: Drive lift in dollars financed and better manage the cost of dealer incentives using tangible rewards.

Solution

BIW designed and operated a 90-day sales incentive for 200 channel partners using GoalQuest's sales incentive structure. The core components of this program included:

- **Self-selected goals:** Dealer participants set their own goals by selecting one of 3 goal levels. Awards for goal levels varied and were reflective of the goal.
- **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.
- **Segmented audience:** The audience was segmented into 6 groups based on individual run rates from the same period of the prior year – creating relevant personal goals that are both ambitious and attainable.
- **Communications:** Weekly progress emails were sent to participants to maintain awareness of their progress toward their goal.

Results

- **Goal selection:** 42% of participants selected the most aggressive goal, goal level 3, compared to GoalQuest's historical average of 41%*.
- **Achievement:** 47% of participants achieved goal level 3 – 5% above the enrollment estimate.
- **Participants vs. control group:** Participants who selected a goal delivered a sales lift of 49% over their baseline. Those who did not select a goal delivered a sales lift of 11% over their baseline.
- **Incremental lift:** 56% of the audience performed over their baseline.
- **Return on investment:** GoalQuest delivered a sales lift of \$57.3MM with a program ROI of 15:1.

In a 90-day incentive program:

- Participants who selected a goal delivered a sales lift of **49%** over their baseline.

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- GoalQuest delivered **\$57.3MM** in incremental sales with a program ROI of **15:1**.

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- **56%** of the audience performed over their baseline.

15:1
ROI



Bottom Line:

This financial company worked with BIW to implement a dealer incentive program that delivered significant sales lift by using tangible rewards vs. cash incentives.

To learn more about BIW and GoalQuest, visit: biworldwide.ca/goalquest or email us at canada@biworldwide.com.

* based on historical benchmark data from 1,200 completed GoalQuest programs by 1,200,000+ participants as of January 2021