

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:
TELECOMMUNICATIONS



AUDIENCE:
TECHNICIANS & SUPERVISORS

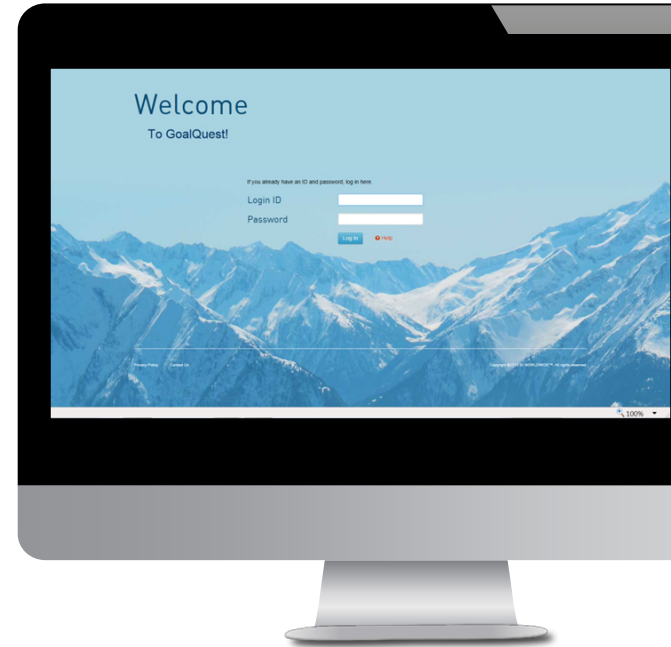
Objective

Increase core product unit sales

Solution

BI WORLDWIDE Canada designed and implemented a 29-day GoalQuest pilot program for a telecommunications company that influenced a culture shift — especially among technicians that hadn't sold before. The core components of this program included:

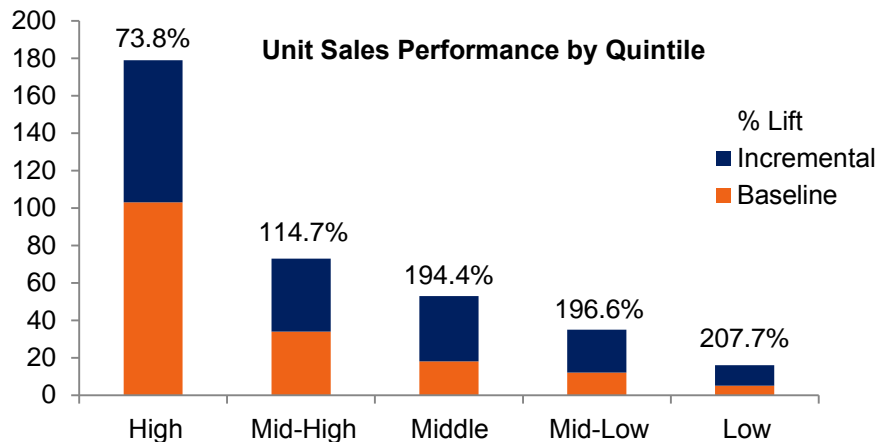
- **Segmented audience:** The audience was segmented into 3 groups based on prior technician performance creating relevant personal goals that are both ambitious and attainable.
- **All-or-nothing achievement:** The program introduced a rewards accelerator to encourage top performers from each group to keep selling, even after the goal they selected had been achieved.
- **Supervisor involvement:** Supervisors were stack ranked and rewarded based on the percentage of their technicians who achieved their selected goal, encouraging performance among technicians.



Self-Selected Goals with GoalQuest®:

Results

- **Goal selection:** Goals selected were skewed to the aggressive side; **48%** of technicians selected the highest level, *Goal Level 3*, compared to the average 41%*
- **Achievement:** **63%** of technicians that selected Goal Level 3 achieved their goal, 35% above what was estimated
- **Segment performance:** The technicians determined least likely to sell at the beginning of the program showed the most sales lift, reinforcing the impact GoalQuest had on influencing behaviour change among them.



100%

PARTICIPATION
SELF-SELECTING GOALS



196%

LIFT FROM
MID-LOW
PERFORMERS

207%

LIFT FROM
LOW
PERFORMERS



63%

ACHIEVED OVER BASELINE



201%

TOTAL PROGRAM ROI