



Case Study Manufacturing

Challenge

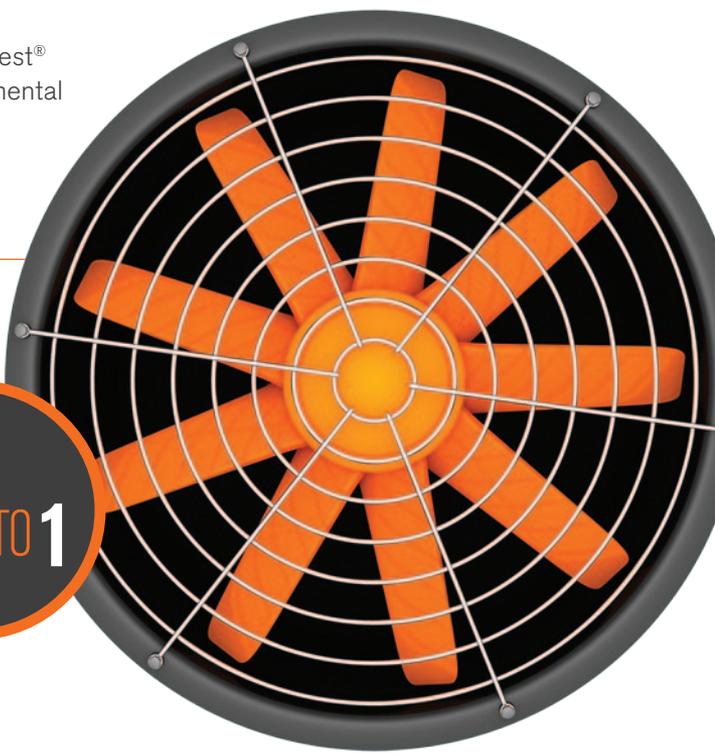
Early in its fiscal year, this well-known maker of thermostats, air purifiers and ventilation systems determined that sales were falling short of its annual growth target.

Solution

BI WORLDWIDE developed a three-month, all-or-nothing GoalQuest® rewards program, where each sales rep chose one of three incremental sales goals. The higher the goal, the greater the reward. A low-cost communications campaign kept the reps informed and motivated.

Results

Every eligible participant selected a goal. The program drove incremental sales of \$4,067,833, which was an 11.3% increase over baseline. The program ROI was 194 to 1.



\$4M
IN INCREMENTAL SALES

ROI
194 TO 1