



Case Study Automotive

This luxury automotive manufacturer wanted to create a single, consistent approach for sales incentives. The company aimed to focus dealership sales teams on short-term sales objectives and the achievement of product mix and profitability measures.

Challenge

Provide rewards that reinforce the luxury brand's values, service standards and positioning in the Chinese market. While the primary focus of the total rewards centre is on sales objective achievement, a secondary objective was to establish role models for high performance and retain top dealership sales staff.

Solution

BI WORLDWIDE China designed and implemented a turnkey performance centre to drive individual behaviors for 100+ Mainland China dealerships involving 2,500 participants. The program began first with sales consultants and sales managers, but has been expanded to include after-sales managers and team members with a focus on Castrol, vehicle health checks, extended warranties and reduction in customer complaints.

Results

The performance centre is achieving the mindshare goals of the OEM with more than 90% of the eligible employees actively participating in the programs. In addition, the sales consultants have claimed more than 80% of the vehicle sales.

During the five years that BIW China has been operating the performance centre, the OEM's Chinese sales volumes have grown by 500%.

