



Case Study Food

A nationwide food distributor needed to revamp their sales incentive program to better fit their business model. In the past, top performers were rewarded with an incredible group incentive trip. Despite the success and popularity of this model, taking all of the top performers away from their responsibilities during the same time frame resulted in a short-term decrease in sales. The client asked BI WORLDWIDE (BIW) for a new solution that would minimize the negative impact observed in the past while retaining the effective sales incentive engagement.

Challenge

- Drive continued growth in the route sales sector
- Reduce budget from the previous year's program
- Eliminate the economic impact of key sales associates being out of the marketplace at the same time

Solution

- Customize and fulfill individual travel awards to motivate, excite and reward this audience
- Develop an engaging, detailed website to showcase all travel awards, and provide colorful, vivid images of the hotels, destination and travel inclusions

Results

- Reduced budget by 35% from previous year's group travel program
- Removed a major annual sales dip created by former program model
- Audience raved about ability to choose their own option and bring a guest
- 98% of this qualifying audience experienced their travel award

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BIW was tasked with reinventing the client's travel incentive program. While group travel had been popular and effective, the client's business model is extremely dependent upon the representatives' personal relationships and one-on-one contact with customers. The significant reliance on representative-customer relationships resulted in a predictable dip in sales each year when top performers left their duties simultaneously to enjoy the group travel incentive trip. BIW needed to address this issue with a reduced budget.

BIW proposed a solution that offered the same excitement of travel in a program that reduced the impact on the business. Rather than sending all top performers on a trip during the same time period, BIW recommended an individual incentive trip that could be taken any time within a nine-month window. Not only did this approach reduce the negative impact on business, it also gave achievers the power to choose a date that worked best for them.

The power of choice was also exercised as achievers selected their own destination and activities based on their personal preference. Top performers were able to choose from up to 10 options that were carefully crafted to appeal to the specific demographic of this audience. Packages varied from romantic getaways, professional sports packages and family-friendly destinations. The power of choice was brought to life during the earning period with a custom website which detailed all the packages. The website served as a rich source of inspiration which included vivid imagery and the ability to share with friends and family.

When dates and destinations were selected, the achievers worked directly with dedicated individual incentive trip consultants who provided the highest level of service and care, answering all travel questions and ensuring participants were ready for their experience.





Doing What's Best for the Business: Rewards Without the Sacrifice



Case Study **Food** continued

The new individual incentive travel format diminished the negative impact of removing top performers from the field by allowing participants to book travel dates across a nine-month window. As a result, sales did not experience a significant dip that occurred in previous years. In addition, the overall budget came in at 35% less than the previous year while rewarding the same amount of top performers. In total, 98% of the achievers experienced their travel award which is a testament to the fact that the travel options were well designed and tailored to the participant audience.

BIWORLDWIDE produces measurable results by using the principles of behavioral economics to increase engagement with their clients' employees, channel partners and customers.

