

Leading Automotive Aftermarket Company Improves Sales Enablement



The Challenge

As part of their core business model, a nation-wide vehicle recovery company implemented a channel sales program to award their dealerships and salespeople for selling their products. While consumers can buy directly from the company itself, they felt it was important to incentivize those who are in direct contact with their target market. Additionally, they did not want to waste valuable resources by manually tracking and processing claims or endure the extra costs associated with cutting physical checks for payouts.

The Solution

The client came to Marketing Innovators (MI) in search of a quick and easy solution to integrate with their everyday business operation of rewarding dealers. They were looking for a system that was user-friendly and provided a quick turn-around for payouts, all while minimizing the administrative burdens associated with incentivizing nation-wide dealerships. MI had a solution ready to go and worked closely to create a best-in-class platform that supported the client's multiple requirements.



Online Training



Toolkits



Case Studies



Support



24/7 Access

Here's How it Works:

Approved dealerships are directed to the claiming platform which allows for easy self-registration by all participants. Then, after the first funds are loaded, a reloadable debit card is mailed directly to the participants.

Once participants are enrolled in the program, they can begin to claim all qualified sales through the self-service portal by selecting a dealership and entering the last 8 digits of the qualifying VIN. The approval process then occurs automatically on a daily basis.

Approved claims are immediately updated to a Ready to Load status; this allows participants to load their rewards onto their prepaid debit cards. Once the funds have been loaded, participants are able to use their rewards wherever and whenever they want. It's a win-win for everyone!

Our Results:

The program has produced outstanding results for the company and the participants. The company recognizes that a channel sales program is essential for its day-to-day operations and to exceed sales goals. They acknowledge that these participants are an extension of their core business operations.



Since the company is committed to providing participants with the necessary tools to successfully sell their products in the marketplace, they have been able to reap the rewards of a more engaged and motivated salesforce. As a result of that, they've worked with us for over 10 years!

The reward portal is the icing on the cake of a hub of dealer services, including: online training, toolkits, case studies, and support. Not only do the participants have access to the dealer rewards platform 24/7, but they know they can rely on it to accurately track their claims and process their rewards in the quickest way possible.

Having an automated system in place, that can be easily accessed by administrators and participants, ensures that the program produces the desired results, drive more sales, engages the participants, and continues to run smoothly without disruption to normal business operations.

MI CASE STUDY: Channel Sales Incentives

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