

## Incentive Campaign Theme: *"Everyone Can Win"*



Here's a sample inexpensive incentive program that can be applied once programming is in place and active. A performance award campaign can generate countless additional leads and help to boost Company loyalty, enthusiasm, and morale. The campaign is easy to initiate and simple to manage. And local leads generated by Company personnel often lead to higher profits because "referrals" often patronize the Dealership prior to shopping elsewhere.

### **THE OBJECTIVE:**

Every employee and associate, (vendor, supplier, and friend of the Dealership) is encouraged to get involved. The objective is to sell more vehicles, parts, and services by increasing the Dealership potential-buyer base. This is accomplished by encouraging every employee and associate to drive traffic to the Dealership utilizing the Dealership's free-gift texting campaign. A simple inexpensive reward system can be established:

### **THE AWARDS:**

Each month the Participants driving the most potential Buyers to the websites are rewarded. To keep the awards inexpensive, the Dealership should consider four monthly minimum prizes; 1<sup>st</sup> Place: \$100, 2<sup>nd</sup> Place: \$50, 3<sup>rd</sup> Place \$25. Each month there should be a random drawing award of \$25. The random drawing provides a mid-monthly "spurt" and keeps program objective in the forefront and Participant interest "peaked." On the low side such an awards system should cost the Dealership approximately \$50 per week. Obviously, higher, more attractive prizes enhance the campaign results.

### **CAMPAIGN OPERATION:**

An in-house campaign manager should be appointed. Two "Captains" should be selected: one to coordinate the in-house campaign and another to coordinate the (associate) at-large campaign.

(1.) IN-HOUSE campaign should be promoted to each and every employee. (Normally much hidden talent is discovered during these campaigns.) Excellent "Captain" recruits come from sales managers or struggling Sales Personnel. Promotion should be through weekly campaign updates via bulletins posted strategically throughout the building or by employees' email.

(2.) AT-LARGE outside participation should be encouraged and coordinated through the "At-Large" Captain selected from one of the Business Development Center (BDC) managers or from struggling phone personnel. If the Dealership isn't actively involved in a BDC, select one proficient new or used car salesperson who is handy on the phone. Promotion should be through weekly campaign updates via telephone conversations, by email, or posting results around the facilities.

Focus should be targeted on the fact that every contact gets a valuable free gift. There is no wasted conversation on the part of any In-House or At-Large campaign Participant. (Simple scripts can be provided: inquire.)

### **TRACKING THE RESULTS:**

Tracking the campaign results is mostly automated except for the actual awarding of the gifts.

**AWARDS AND AWARD PRESENTATION:** Awards should be in the form of gift cards obtained from top local entertainment centers or restaurants. (Chili's, Dick's Sporting Goods, Panara Bread, AMC Theaters, etc.) Award results linger indefinitely if the redemption is associated with memorable times or memorable gifts. Generic gift cards, (Visa, MasterCard, American Express, etc.) should be avoided as awarded funds are usually absorbed in day-to-day routine expenditures rather than lingering memorable experiences that benefit the Dealership. For the most effective results, the employee awards should be presented by the Dealer Principal, if possible, or at least by top management.

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### TRACKING CODE:

Each dealership employee or associate is given an identifying "code." (Dealer name plus a suffix: "Inman02," "Inman03" etc.) An "associate" is any non-employee who participates in the campaign. When a website visitor "text requests" the free Ebook, a central location manager (Receptionist, shift sales manager/ assistant manager,) immediately receives an email with the Prospect's telephone number. The central location manager assigns the telephone number (lead) to the next "up" for follow-up. RECI suggests that the Dealer sets up a special email account that can be accessed by someone from each shift.

Either the in place Dealer advertising or a dealer employee or associate is responsible for motivating the Prospect to request the Ebook. All coded dealership employees and associates are grouped into a data base. The results of an individual's efforts are available throughout the month, but the results at the end of the month determine the presentation performance award.

The identifying code is stored in the database. The database is accessed at the end of each month and the top 3 winners are quickly identified. Mid-month drawing winners are selected by simple information supplied: each 200<sup>th</sup> entry or first Wednesday entry, for example.

### ASSIGNING IDENTIFYING CODES:

Identifying codes should be assigned by one individual readily available during normal business hours. Codes assigned by more than one individual can be duplicated thereby causing conflict and possible dissention.

Identifying codes are issued to employees or associates who will actively be promoting the Dealership and code issuance should be simple and prompt. The campaign can and should result in an unlimited number of Dealership "good will ambassadors."

### EMPLOYEE AND ASSOCIATE SALES AIDS

Simple "Get It Free" business cards or flyers should be furnished to employees or associates who will actively be promoting the Dealership. Both should include space for personalized hand written codes such as text "help me" to (phone number.) The special business card can be collected from the Dealership or the flyers can be faxed to the associates.

### THE BUSINESS DEVELOPMENT CENTER

BDC personal have an extra benefit when calling commercial accounts: they may offer them a free gift to distribute from their company website. The offer of a free gift helps their company benefit by establishing a relationship with their website visitors. Linked graphics and CR codes can be furnished, if needed. Remember that all conversations from an automobile dealership eventually come around to vehicles or services for sale.

CONCLUSION: An in-house performance award campaign can be inexpensive and surprisingly productive. TRY IT!