



# Incentive Program That Pays!

## INFINITI NISSAN CASE STUDY

### The Client



**INFINITI:** In the beginning, Infiniti's goal was to build a new breed of automobile to rival anything the world had to offer. First introduced into Canada in 1990, the original Infiniti automotive line-up was engineered to capitalize on Japan's rich heritage of culture, art and fine craftsmanship.



**NISSAN:** When Nissan U.S.A. president Yutaka Katayama introduced the compact pickup to America in 1959, he espoused a philosophy that was part Zen, part car aficionado: "Love cars, love people, love life." It's become the inspiration behind Nissan's continued innovations and worldwide success.

### The Case

Infiniti/Nissan was looking for a promotion to get its sales force spurred into action. An incentive program that would get them looking beyond just the commission cheque and encourage each sales consultant to really go the extra mile and get the deal done!

### The Challenge

Our challenge was to create a dynamic and interactive sales incentive for a nation-wide sales force. Something to replace Infiniti/Nissan's tired "Scratch Card" program that had lost its effectiveness.

### The Signature Solution / Strategy

Capitalizing on the many benefits of the web, Signature created the "Take A Spin" incentive program that Infiniti & Nissan Sales Consultants across the country could access anywhere,

anytime via the internet.

Each time an eligible vehicle was sold, sales data was uploaded to Signature. This allowed the Sales Consultant who made the sale to log on to the website and play a virtual slot machine for a potential prize or cash payout. Cha-Ching!

## The Payoff

Richard Pendrill, General Manager Infiniti Canada explains, "The new 'Take A Spin' sales incentive Signature created for us is a phenomenal improvement over the old "Scratch Cards" that we used to use, for the following reasons;

Salespeople love it! They can access it anywhere they have the Web, anytime, or they can wait until their weekly sales meetings and run it in the Sales Manager's office. It is instantaneous and gives them a record of their winnings.

Dealership accounting staff love it! The factory sends them a list of all the payouts in time for them to include it in their month-end and gives them all the back-up they need for the issuance of T-4's.

The Factory loves it! Sales Consultants are excited, the programs are fresh, and the Consultants don't pool their sales until month end like they used to for "Scratch Cards." Plus they can see who else is winning (selling) more cars than them in real time.

It's easy for AGM's to follow up with dealers and track on a real time basis whether a dealer has "outstanding plays" which dramatically improves RDR (registered vehicle deliveries) through the month"

Bottom line adds Richard, "Great real-time motivationx and results!"

Signature has paid out over \$1MM on these sales incentives in cash and prizes.