

Solutions Snapshot

Insurance – Continually Inspiring Performance

The Situation

Executives and sales managers are always challenged to capture the discretionary time and attention of their front-line personnel. Cash compensation and bonus plans drive general sales behaviors. Often, however, sales personnel become comfortable with the minimum performance to simply maintain their income and keep their job.

The challenge becomes to gain the incremental efforts of these salespeople. This is where non-cash incentive programs can help by tapping their competitive spirit, helping them set a higher personal goal or creating a sense of urgency. Executives at a major commercial insurance provider found a way to inspire their sales personnel over a decade ago and have made it an ongoing part of their culture.

The Solution

Seeking a way to stimulate their sales personnel to higher levels of performance, this insurance provider discovered the Hinda Warehouse Dash® and operated their first program in 2012.

The program offered sales reps an opportunity to dash through a warehouse filled with name-brand items, grabbing everything they could for 60 seconds. Anything in their cart at the end of the 60 seconds was theirs to keep. Some of the available awards included: televisions, grills, electronics, kitchen appliances, computers, cookware and sporting equipment. The award also included an all-expense paid trip for winners and guests to Chicago for the weekend Dash event.

Using this inspiring and promotable award, the company set up a program to:

- Award a fixed number of sales reps
- Base rep earnings on a competition with their peers
- Leverage structure to drive incremental performance

Their first Dash program in 2012 was so successful, the insurance company offered it again to their sales team two years later.

The Result

Since the first Dash in 2012, the insurance provider has made this program a key portion of their ongoing performance initiatives. They operate the program every other year and have made it a part of their organization's culture. The Warehouse Dash has become one of the most desired awards for the reps, with several earning the opportunity to return to Chicago as repeat winners.

- Has become a part of organization's culture to recognize future sales leaders
- Helps identify and promote the company's top performing reps
- Allows the company to change earning criteria to align with the organization's goals