

# Strengthening Sales Partnerships

## SITUATION

A national auto finance company increased awareness of its product, dramatically grew sales and improved partnerships with new and used vehicle dealerships by creating an incentivized points-based sales awareness and improvement program.

As a financial provider to customers of more than 30,000 dealerships, the company was focused on driving more applications from dealerships and improving the quality of applicants. Knowing that finance managers typically have a choice of three or four finance companies, being top of mind with this audience was critical – not only to spur more credit applications and drive sales growth, but also to improve submission quality.

### By the Numbers

Our sales-awareness and improvement program engaged critical audiences and achieved a positive business impact.

**3,852**

additional dealership  
partners

**22%**

sales growth

**\$1.1 million**

in new revenue

## SOLUTION

Working with Hinda, a sales-awareness and improvement program was designed to gain the attention of finance managers. Dealerships were divided into categories based on sales volume, and monthly goals were set for each level. When finance managers enrolled in the program, they were immediately rewarded with points. Subsequent activities were incentivized on this points-based model as the company collected information to track sales activities. These points could be redeemed for name-brand merchandise rewards.

Following enrollment, points were distributed in three key ways:

- For every credit application submitted and verified, managers received a nominal amount of points.
- For every credit application submitted and sold, managers received a substantial amount of points.
- At the end of a monthly sales cycle, those managers who met or exceeded monthly sales goals received bonus points



Points-Based  
Program



Name-Brand  
Rewards



Specific Monthly  
Sales Goals

## SUCCESS

The awareness built through this program was clear. 3,852 additional dealerships partnered with the company as a result of word-of-mouth referrals. The success was also seen in growth achievements:

- Sales growth was reported at 22%, compared with 9% for the previous year.
- These additional sales equated to \$1.1 million in new revenue.
- The application acceptance rate jumped from 23 to 54% as finance managers began submitting higher-quality credit applications.

Through this incentivized partnership, the company was able to engage its most critical audience and achieve positive business impact.