

Continually Inspiring Performance - Insurance

SITUATION

Managers are always challenged to capture the time and attention of their front-line salespeople. Cash compensation and bonus plans drive general sales, but employees often get comfortable with the minimum performance to simply maintain their income and keep their job.

Non-cash incentive programs can help gain the incremental efforts of salespeople, 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 discovered the Hinda Warehouse Dash® and operated their first program in 2012 and have made it an ongoing part of their culture.



SOLUTION

The program offered reps an opportunity to dash through a warehouse filled with name-brand items, grabbing everything they could for 60 seconds. Some of the awards included: televisions, grills, electronics, kitchen appliances, computers, cookware and sporting equipment. The program 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



All-Expense
Paid Trip



Name-Brand
Items



Competitive
Rewards

SUCCESS

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