

# Supplier's contractor incentive program increases sales 40%!

## CLIENT

Regional leader in construction equipment sales and rental with locations across the U.S.

## SITUATION

Faced with the influx of several national-chain competitors into their markets, this distributor sought to retain its current customers and preserve market share.

## SOLUTION

Create an incentive program that promotes relationship-oriented culture by offering customers value beyond simple price discounts and motivating employees to reinforce a service-driven, personable brand image.

*“We couldn't have succeeded without the program. We just wanted to hold onto a portion of the market in the face of national competitors, but instead we actually increased our sales like never before.” -*

*Vice President of Sales*

## RESULTS

**40% sales increase among enrolled**

Almost immediately, the supplier had their **greatest sales month** in its nearly 50-year history!

**14 new locations** opened in their market area during the program's first year.

**4Xs growth in loyalty program participation** in 5 five years.

