

Sales Incentive Program Mitsubishi Caterpillar Forklift America



Company Background

Mitsubishi Caterpillar Forklift America Inc. (MCFA) is a privately held joint venture company of Mitsubishi Heavy Industries, Ltd., Caterpillar Industrial Inc. and Mitsubishi Corporation. A large factor in the company's success has been a group of diverse and forward-thinking people who make up the backbone of MCFA. The company understands the importance of hiring people with a wide range of skills and talents, arming them with effective training and implementing incentive-based rewards to promote loyalty and consistency.

Challenge

In an intensely competitive industry, MCFA was constantly challenged to motivate dealers. A third-party vendor had been providing debit card rewards through the Performance Masters® Parts Sales Incentive Program. However, sales objectives were not being accomplished. The Parts Marketing Group wanted an efficient, successful incentive rewards program that would reach independent distributors' managers, product support sales representatives, technicians and counter salespersons.

Solution

MCFA partnered with GiftCertificates.com™ to develop a customized parts incentive rewards program that appealed to all members of the company's sales force. To receive rewards, participants reached sales targets for original equipment manufacturer parts and competitive parts through the Rapidparts® program. The program included two reward levels: Level I with \$50 SuperCertificate® REWARDS and Level II with \$100 SuperCertificate® REWARDS.

From the Source

MCFA management considers the program to be foundational in strengthening the loyalty of independent dealers and distributors. "We've been able to successfully unify our sales goals and our internal messaging. Every participant is focused on selling parts, and earning rewards is a big part of the incentive to succeed. We now have nearly 85% of participants meeting or exceeding their targets, and these demonstrated results exemplify the overall effectiveness of our partnership with GiftCertificates.com."

Michael Goertz
Parts Marketing Group
MCFA

Program Results

The easy-to-administer Parts Incentive Program with GiftCertificates.com has contributed to a marked improvement in the sales force's ability to reach parts sales forecasts, which has helped MCFA meet and exceed its sales targets.

- The Program experienced a significant double-digit increase in participation over the previous awards program.
- At the end of the year, parts sales exceeded forecast.
- Approximately 85% of participating dealers were meeting and/or exceeding sales forecasts.