

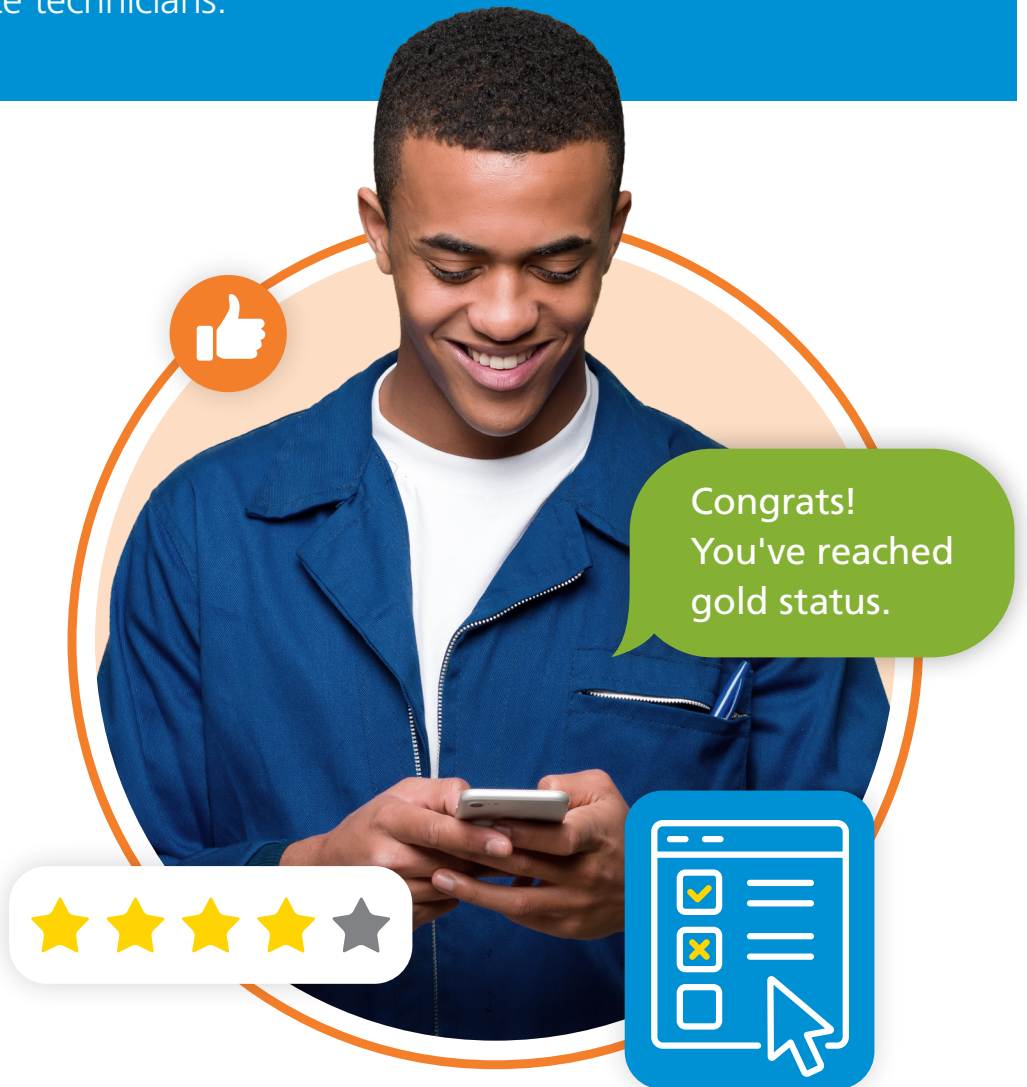
Elevate the Dealership Employee Experience

The future you're building can't happen without engaged, loyal dealer employees. The best dealer incentive programs boost engagement, drive sales and enhance brand loyalty, energizing front-line brand ambassadors and retaining skilled service technicians.

Industry-Driven Incentive Strategies

Tailored solutions meet the nuanced roles and specific requirements of today's manufacturing landscape.

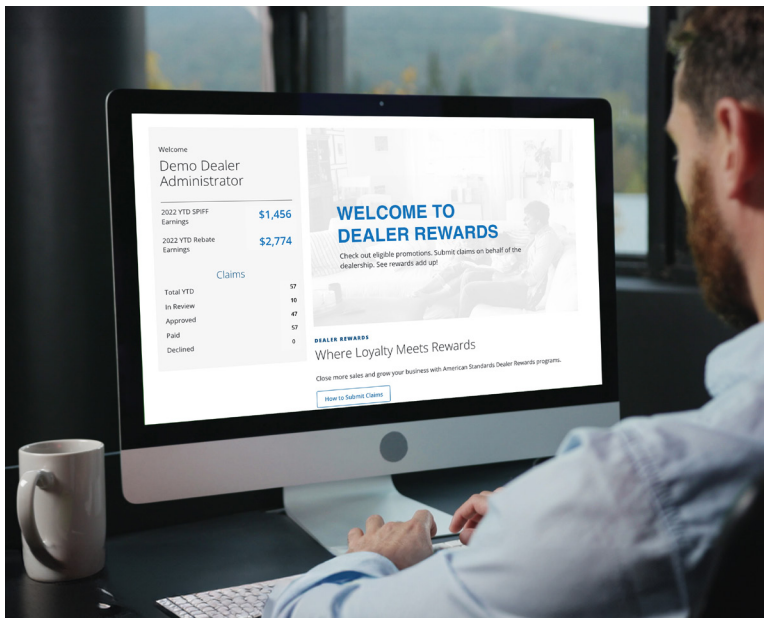
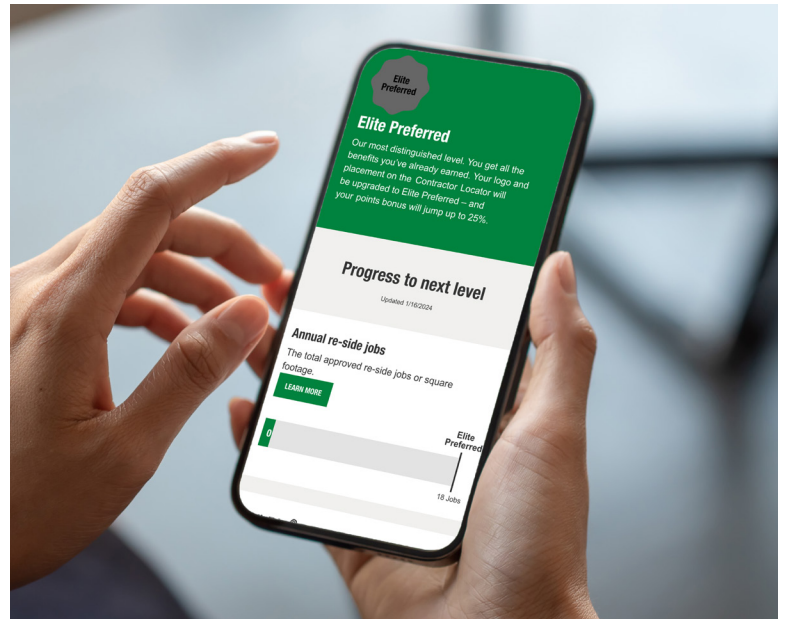
- > Dealer loyalty programs
- > Sales incentives
- > Customer service incentives
- > Technician retention incentives
- > Training incentives
- > Brand adherence incentives



Scalable & Flexible Technology

Cutting-edge tools accommodate exponential growth and address ever-evolving business needs, offering:

- > Centralized program entry point for all audiences
- > Integration into existing systems and portals
- > Ability to host multiple programs on a single platform



User-Friendly Platform

Intuitive features enhance the overall dealer experience, and streamline back-end program administration:

- > Platform personalized to individual role and responsibilities for both sales and service personnel
- > Program elements centralized and accessible
- > Dashboards display real-time progress to KPIs

Strategic Communications

Customized messaging speaks to each audience and incorporates brand voice into every touchpoint, enabled by:

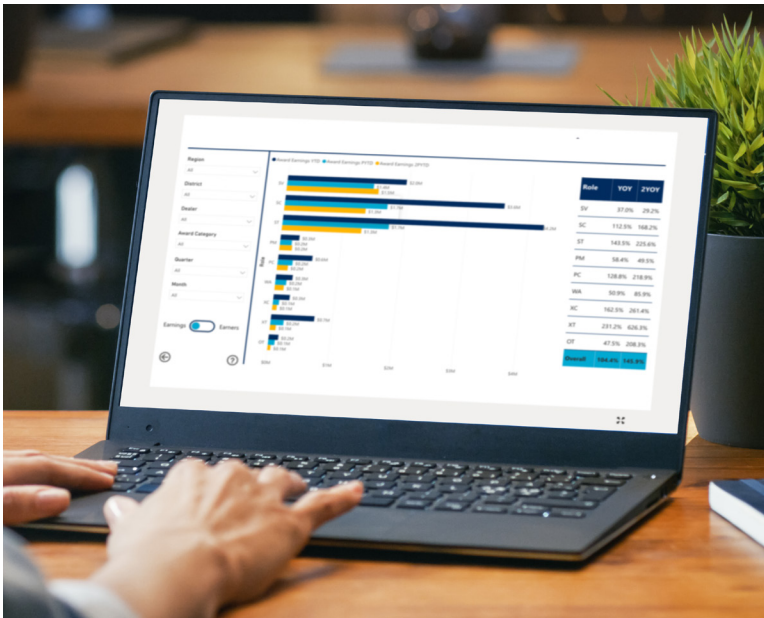
- > Creative services provided by an experienced, in-house team
- > An omnichannel approach meets people where they are



Memorable Awards & Recognition

Relevant and meaningful recognition options aligned to your audience demographics and brand promise include:

- > A mix of tangible and experience-based awards selected to meet different motivations (new awards added monthly)
- > Fulfillment streamlined through a full-service partnership



Return on Investment (ROI) Measurement

Effective analytics strategies measure the ROI of the dealer incentive program, turning data into actionable insights:

- > Dealer performance metrics inform program evolution
- > Impact on revenue growth keeps incentives tied to business goals

Improving Dealership Performance for 30+ Years

We've partnered with leading OEMs, aftermarket manufacturers and retail distributors. That's led to more than 30 years of industry knowledge and a deep understanding of how to meet the changes and challenges on the road ahead.

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