



## Construction Supplier Uses Incentive Program to Increase Sales

Regional leader in construction equipment sales and rentals, with locations across the US.

Faced with several national competitors moving into their markets, the client wanted to create and retain loyal customers while simultaneously growing their market share.

**40%**  
Sales Increase

**4x**  
Participation Growth

### Solution

We created an incentive program that focused on building relationships and culture. Customers received value beyond simple discounts, and employees were motivated to reinforce a service-driven and personable brand image.



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

- Vice President of Sales

### Results

**40%**

Sales increase among enrolled participants

**14**

New locations opened during their first year

**4x**

Growth in program participation over 5 years