



## Case Study Manufacturing

### Challenge

One of the world's leading manufacturers of premium-quality windows wanted its representatives to increase sales in one of its major U.S. markets.

### Solution

BI WORLDWIDE developed a 90-day GoalQuest® program, where each rep committed to one of three incremental sales goals based on sales history. The higher the chosen goal, the greater the reward. Participants earned program awards only if their self-selected goal was achieved.

## Results

Sales increased by 25% over baseline, resulting in \$813,729 in incremental revenue. Overall, 87% of reps increased sales over baseline; 45% hit their chosen goals.



**87%** ↑  
EXCEEDED BASELINE



**45%**  
HIT THEIR GOAL

