

## Leading Auto Care Company Improves Sales Enablement



### The Challenge

A leading automotive care & protection company wanted a way to boost their channel sales program to gain more market share, while at the same time streamline the process. The car buying process is time-consuming and can be overwhelming for consumers. The company needed a way to incentivize their salespeople to keep buyers engaged in order to learn about the benefits of additional services they could add-on to their investment of a new car.

They also realized that manually tracking and processing claims would be time-consuming and waste valuable resources and time associated with cutting a check for every payout. They wanted a solution that would provide a seamless experience for participants and minimize the administrative burden associated with running this program.



**Communicate**



**Approve/Deny Claims**



**Process Payouts**

### The Solution

The client came to Marketing Innovators (MI) for a solution that would increase engagement in their channel sales program. This meant finding a way to communicate with dealers, easily track claims, and process payouts. MI worked closely to create a best-in-class platform that supported the client's multiple requirements.

## Here's How it Works:

Approved dealerships are directed to the claiming platform which allows participants to self-register for the program. This in-turn generates a reloadable debit card to be sent directly to the participant.

Once participants are enrolled in the program, they can begin to claim all qualified sales thru the self-service portal by just logging in and entering the information. The online claiming process allows for the admin to either approve or reject the submitted claim.

Approved claims are immediately awarded and loaded onto the participant's prepaid debit card eliminating an extra step in the process for the participants. Once the funds have been loaded participants are able to use their rewards where ever and whenever they want. Additionally, funds do not expire, so participants can bank their funds for larger rewards and purchases of their choice.

Once participants are enrolled in the program, they can begin to claim all qualified sales thru the self-service portal by selecting a dealership and entering the Agreement number. They also have an option to add a personal memo to link the claimed agreement number to a word or phrase. The approval process then occurs automatically on a daily basis.



## Our Results:

The program has produced outstanding results for the company and the participants. The company recognizes that a channel sales program is essential for its day-to-day operations and to exceed sales goals. They acknowledge that these participants are an extension of their core business operations.

The company is committed to providing participants with the necessary tools to successfully sell their products in the marketplace and the reward portal is one of key components. To ensure for the most optimal experience, the participants have access to the dealer rewards platform 24/7. They know that they can rely on it to accurately track their claims and process their rewards in a timely-manner.

Having an automated system in place, that can be easily accessed by administrators and participants, ensures that the program produces the desired results to drive more sales, engages the participants, and continues to run smoothly without disruption to normal business operations.

## MI CASE STUDY: Channel Sales Claiming Program

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