

How a leading tyre company increased Premium Product Sales by 10%



Client Overview

Recognized as one of the top 25 manufacturers in the world, the company produces over 35 million tyres annually. With a reported revenue of \$311.63 million, its presence spans across 105 countries with over 180 global distributors.

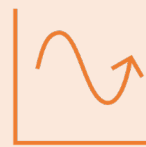
Key Challenges



Improve MixProduct



Improve Revenue from Premium Products



Reduce Month End Skew

The Sales representatives were not selling the desired product mix leaving a large gap between the targets and the outcome. The sales pipeline for the high value, premium products needed to improve. The lag in achievement of monthly quotas negatively impacted the revenue from these premium products.

Sales reps were not consistently selling throughout the month, intensifying their efforts only near the end of the month causing immense sales pressure in the last week of the month. The management wanted to improve the sales of their premium products by keeping their Reps more **Engaged, Motivated** and **Productive**.

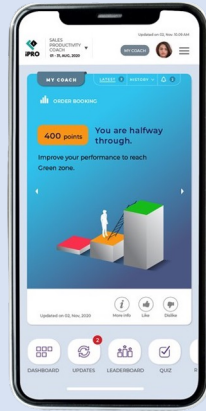
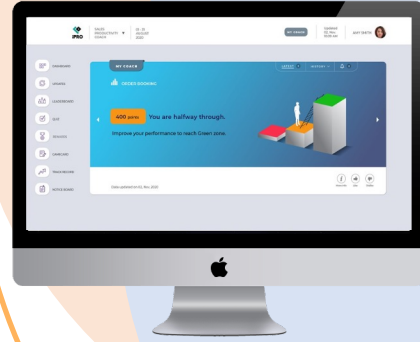
Nudge Coach Deployment

The field sales team deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudges each sales representative to proactively engage in sales interactions and improve productivity.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the sales force to hit their targets consistently.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped the reps maintain the desired product mix and the quality pool of vendors. Instant recognition and rewards through badges and points, incentivized them to start selling early in the month and reduce month-end sales pressure.

The managers tracked individual Reps' performance, identified reps not doing well and intervened at the right point. By helping the managers focus on what's really important for each rep, Nudge Coach acted like a productivity wingman, and improved the sales productivity of the reps.



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The Outcome

52%

of the Sales Force
Maintaining the
Right Product Mix

10%

Increase in
Premium Product
Sales

5%

Improvement in
Month End Skews

With the help of worxogo Nudge Coach, the sales team adhered to the desired product mix. This resulted in a substantial revenue growth for the premium product range.

There was a significant improvement in sales predictability yielding a steady sales trend through the month.