

# Client Success

INCENTIVE SERVICES



## Mack Trucks Overhauls Company's Bulldog Club Incentive Program

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—Noble Jones, Senior Vice President,  
ST&P Communications



### Challenge

Mack Trucks, Inc. is dedicated to providing customers worldwide with heavy-duty trucks and components that provide total satisfaction. When Tom Kelly, vice president of marketing for Mack Trucks, the truck manufacturer in Allentown, Pa., decided to overhaul the company's annual Bulldog Club incentive program, he knew he needed two things: rewards that would appeal to his cash-conscious dealer sales force and a structural framework that used more tangible incentives to encourage the salespeople to keep striving long after the thrill of cash had worn off. Kelly knew if he could accomplish these goals that would mean increased market share for the company and a sense of accomplishment for salespeople as they proved they could overcome adversity in today's market.

### Solution

Kelly turned to Senior Vice President of ST&P Communications, Noble Jones, an authorized distributor of American Express Incentive Services (AEIS). Jones had the perfect ongoing stored-value reward card to satisfy Kelly's sales force. The Card replaced an archaic array of jewelry, plaques and a cash bonus. Jones introduced the Incentive Funds<sup>SM</sup> Card that allows Mack Trucks' reward earners to spend their points virtually anywhere the American Express<sup>®</sup> Card is accepted and have access to cash through the use of ATMs.

"The Card is multi-functional in that the salespeople can choose how to spend their bonus," said Jones. "They can use as a debit card to purchase an item or go out for a nice dinner or they may simply take out cash."

The Mack Bulldog Club incentive program is for their salespeople in the U.S. and Canada. "Throughout the calendar year, Mack offers different bonus amounts for certain truck models. There are three levels to achieve within the Bulldog Club: bronze, silver and gold. The levels are reached by means of completing training courses, selling trucks and receiving points. Salespeople earn bonuses on their Cards as well as the chance to go on a luxury trip for two," explains Jones.

Mack Trucks announced the program to the sales force via its Mack Bulldog Club newsletter as well as on the Mack Bulldog Club Web site. Throughout the year, Mack sends email blasts to the sales force and hosts live chat sessions. The sales force can track points earned by visiting the Web site and viewing quarterly transaction summaries supplied by AEIS.

As a group, the top 100 salespeople in 2002 outsold the top performers from 2001, moving 10 percent more units despite the declining market conditions. People attempting to rise from the bronze to the silver level sold an additional 1,800 units above quota.

### Outcome

"All in all, the sales force enjoys having the ability to use their Card in however they choose," said Jones. "From Mack Corporate's stand point, the Card has helped them internally by allowing the company to track bonuses, eliminate the need to write bonus checks and streamline procedures."