B2B Automotive Incentive Guide:

Drive Sales Growth with Successful Channel Incentives

Passive brand loyalty no longer drives results in the ANZ automotive channel. With strict OEM KPIs, grey imports, and ongoing margin pressure, relying on goodwill to sell vehicles or aftermarket parts won't pass the pressure test.

Growth requires targeted channel incentives tailored to the operational realities of both franchised dealerships and the fragmented aftermarket. To drive sales, automotive brands must address three key challenges:

- **The OEM and Dealership Squeeze:** High staff turnover disrupts relationships. Sales teams often overlook profitable add-ons such as finance and genuine accessories in favour of quick vehicle deliveries.
- **The Aftermarket Data Gap:** Manufacturers lack visibility into end-user demand beyond the distributor, while wholesale networks face challenges moving specific stock profiles at the local level.
- **The Measurement Problem:** Flat rebates and volume discounts reduce margins without changing behaviour. The channel needs to adopt score-based, measurable KPI frameworks.

Addressing these challenges requires a precise approach to channel motivation, beginning at the showroom floor.

The OEM & Dealership Strategy

The Guild Model: Motivating Holistic Selling Behaviour

The Challenge:

Floor Turnover and Margin Leakage

High turnover on the showroom floor bleeds CSI and leaves margin on the table. Without structured motivation, sales consultants focus on the immediate vehicle delivery, neglecting the highly profitable ecosystem of dealership finance, insurance, and genuine accessories. This short-term focus damages long-term Customer Satisfaction Index (CSI) and Net Promoter Score (NPS) metrics.

The Solution:

Elite Sales Guilds and KPI Scorecards

OEMs need to move beyond basic volume bonuses and implement advanced “Sales Guild” or “Society of Excellence” programs. These proven frameworks align Dealer Principals, managers, and consultants around a comprehensive scorecard.

Rather than rewarding only vehicle sales, a Guild program measures and incentivises holistic performance. Participants earn points across KPIs such as total volume, finance penetration, accessory attach rates, and CSI scores.

Effective programs also reward tenure, using escalating multipliers and exclusive recognition for length of service to reduce turnover. This approach retains top talent, enhances the customer experience, and develops a highly experienced dealership network.

The Automotive Aftermarket

Closing the Gap Between Manufacturers and Distributors

The Challenge:
The Visibility Disconnect

Aftermarket manufacturers lack visibility beyond the distributor. Meanwhile, heavy-duty parts distributors and wholesale networks find it difficult to move specific stock profiles across regional branches without relying on margin-reducing discounts.

The Solution:
Score-Based KPIs and Predictive AIs

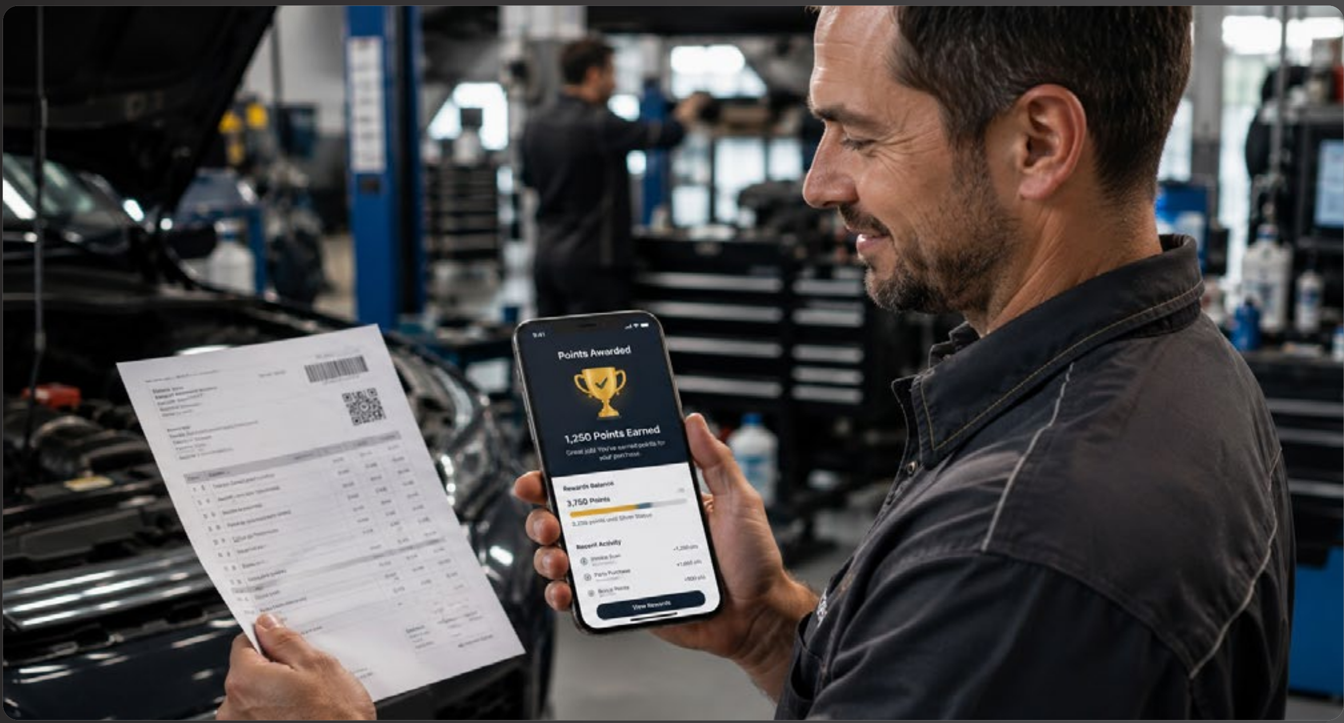
Solving this requires two distinct data strategies.

For the distributor, success means capturing Point of Sale (POS) data straight from regional stores and deploying score-based KPIs directly to workshops. Instead of offering flat discounts, distributors incentivise workshops to purchase within targeted ranges.
Providing independent mechanics with personalised stretch targets based on historical POS data encourages them to consolidate purchasing and reach higher tiers. This increases basket sizes without reducing baseline margins.

For manufacturers, the solution is predictive analytics and AI. When distributor POS data is unavailable, manufacturers should use AI platforms to model vehicle lifecycle trends and end-user demand. With these insights, manufacturers can set personalised, data-driven targets for distribution partners, moving targeted inventory through the channel based on verified market needs rather than relying on passive distributor efforts.

Empowering the Frontline

Winning the Last Three Feet at the Counter



The Challenge:

Habit and the Counter Dilemma

The ultimate success of an aftermarket product comes down to the wholesaler counter. A busy mechanic defaults to habit, asking for the part they used last time. Parts interpreters take the path of least resistance, recommending the easiest or cheapest option. If your brand is not top of mind in that exact moment, the sale goes to a competitor or a non-genuine alternative.

The Solution:

Targeted Measurement and Frictionless Claiming

Manufacturers and distributors need to pivot focus to the individual on the tools and behind the parts desk. Deploying direct-to-rep incentives and score-based targets builds lasting brand preference where it matters most.

Making the claiming process frictionless through mobile invoice scanning and instant validation rewards participants immediately for choosing your brand. This feeds critical, real-time data back into manufacturer and distributor KPI models, identifying exactly who is buying what and instantly rewarding the precise behaviours that secure market share.

The 212F Advantage

Strategy. Technology. Rewards.

The brands that win in the automotive sector will be those that replace flat rebates and generic loyalty concepts with highly targeted, data-driven channel incentives. 212F provides the complete, end-to-end infrastructure to make this happen, built on three core pillars:

Strategy that Drives ROI

We engineer behavioural change across the entire supply chain.

Our strategic expertise ranges from designing elite, tenure-rewarding OEM Sales Guilds to building complex, score-based KPI frameworks that align aftermarket distributors with their independent workshop networks.

Technology without Friction

Our proprietary platforms are purpose-built to ingest complex store-level POS data and integrate seamlessly with AI-driven manufacturer targets.

We provide dealership staff and frontline mechanics with frictionless mobile applications, featuring real-time leaderboards that tap directly into their natural competitive drive.

Rewards that Command Mindshare

Forget cash discounts, move participants with behaviour-shifting rewards.

We offer a comprehensive mix, ranging from highly flexible digital gift cards for parts interpreters to exclusive, once-in-a-lifetime incentive travel experiences for top-tier Sales Guild winners. We transform your channel program into an aspiration your partners prioritise over everyone else.

Ready to dominate the channel?

Contact us to learn how 212F can transform your dealership network and aftermarket supply chain into an engaged, highly motivated extension of your sales team.

Since 1996, 212F has been the leading Trans-Tasman B2B engagement agency, driving behavioral change through incentive, loyalty, and rewards strategies across diverse markets and channels.

We provide end-to-end solutions, from program design, implementation, engagement optimisation and complete reward fulfillment, including reward merchandise, prepaid Visa gift cards, and incentive travel services.

Through strategic design and tailored communications, our B2B loyalty, incentive and rewards programs deliver measurable returns and tailored results.

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