

Building Stronger Dealer Relationships and Sales at Braun



The Challenge

The Braun Corporation, headquartered in Winamac, Indiana, is the worldwide leader of automotive mobility products, including conversion vans, wheelchair lifts and ramps. Braun recognized that educating their dealer network about the many benefits of the Braun Rampvan and Entervan was critical to “success.” At the same time, Braun also wanted an opportunity to more effectively communicate with their dealer network. Braun selected Marketing Innovators (MI) to help Braun develop a strong dealer loyalty program that would also impact the dealer’s sales reps as well.

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Braun Rewards

The Winning Edge

The Plan

Marketing Innovators initiated a market research program and determined that an exclusive dealer incentive program would go a long way towards generating loyalty and building sales volume. Marketing Innovators designed the “Braun Rewards” program, which gave dealers the “Winning Edge” by awarding points for every Rampvan or Entervan sold. These points could be redeemed for their choice of gift certificates/ cards from leading retailers as well as individual travel awards.

Educating dealers as to new models and other product enhancements was an important component in generating sales volume. To provide ongoing

product and service education, Marketing Innovators recommended a series of three mailers, which delivered educational information, then directed participants to take an online quiz. The respondents to the online quiz were awarded various program themed gifts.

The “Braun Rewards” program was designed to make Entervan and Rampvan dealers true Braun experts. Quite simply, the Braun Rewards program created a “programmed learning environment” for training, then rewarded dealers for using that information to increase their sales success.

MI’s exclusive PPM Suite provided a robust program management system that allowed access to the “Braun Rewards” Web site as well as facilitated the ongoing daily administration of point tracking and fulfillment, account summaries of accumulated reward earnings and redemption activity. In addition, the PPM Suite also provided management with internal functional group reporting for program reconciliation and ROI evaluation.

The PPM Suite also delivered benefits to participants, who gained immediate online access to their program activity that detailed their sales activity, points earned and redeemed.



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The Results

The “Braun Rewards” program is currently in its 2nd year with outstanding results. Sales volume is up and the program continues to build in participation each year. With the implementation of the “programmed learning” mailers, more than half of the dealers responded and earned additional rewards. In addition, the mailers helped create a new customer end-user database, which will allow Braun to communicate with this audience for future marketing and educational mobility programs.



Braun believes the preliminary market research that MI conducted gave Braun a more objective perspective of their company’s image in the marketplace. Braun also feels that the program has greatly enhanced dealer loyalty. The continuous communications opportunities have helped Braun build stronger relationships with their dealers and dealer sales reps. Lastly, MI’s competitively-priced award offerings and variety of award choices has contributed to the success of the program.

According to Braun, “Through the Braun Rewards program, we’ve had an opportunity to communicate more openly and effectively with our dealer network. In addition, it’s given us a chance to provide dealers with the kind of training they need to be better prepared to assist their customers in making educational choices regarding their mobility purchase. Because of this program, our dealer network now sees us in more of a partnership role, responsive to their needs.”

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