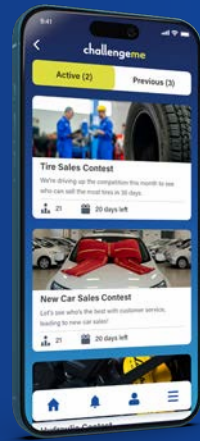




Turning Competition Into Performance

How Toyota of Ann Arbor Increased Battery Sales 57% and Tire Sales 26% with Gamification



The Opportunity

Toyota of Ann Arbor already operated a strong service department.

But leadership recognized something familiar to most dealerships:

- Batteries not consistently presented
- Tires not always recommended
- Conversations that could have driven value — but didn't

The issue wasn't effort, it was **consistency**.

Rather than applying pressure or pointing fingers, leadership chose a different approach.

They turned performance into a game.

The Strategy: Simple, Competitive, Transparent

The challenge was clear:

Sell batteries. Sell tires. Earn points.

The advisor who earned the most points won. Points could be redeemed for gift cards — dining, shopping, entertainment, or even charitable donations.

No complicated rules.
No hidden metrics.
Just visible competition.

Powered by WerkandMe

The entire contest was managed inside the WerkandMe platform.

WerkandMe handled:

- ✓ Repair Order tracking
- ✓ Automatic point calculations
- ✓ Real-time leaderboard updates
- ✓ Reward distribution and prize fulfillment

Advisors could log in at any time to:

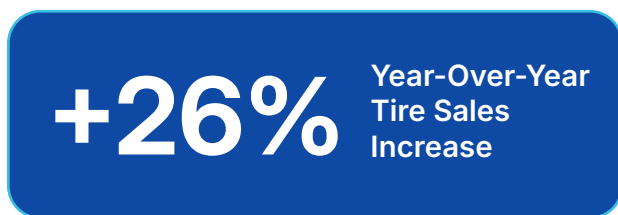
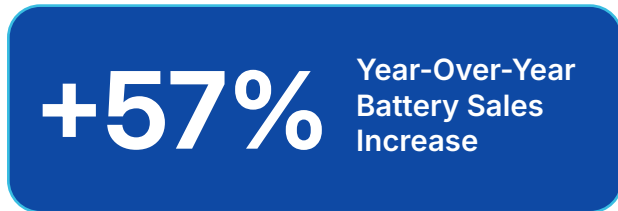
- See where they ranked
- Track their progress
- Push themselves higher on the board





The competition was visible.
The rules were fair.
The energy was contagious.

The Results



But the most powerful result wasn't just the spike during the contest. Advisors continued exceeding prior year numbers even after the game ended.

Why?

Because the competition reinforced high-performance habits:

- *Consistent product presentation*
- *Stronger customer conversations*
- *Daily accountability*

The game changed behavior — not just results.

Beyond the Service Drive

With WerkandMe, nearly anything can become a game.

Sales on the drive.
Parts counter performance.
Walk-around inspections.
Customer satisfaction improvement.

Community service participation, even culture builders like a chili cook-off. When competition is structured correctly, it doesn't create tension.

It builds energy, alignment, and **unstoppable momentum**.

Ready to Put Your Team in the Game?

If you're looking to drive measurable results without increasing pressure, gamification may be the key.

WerkandMe makes it simple to:

- *Launch contests*
- *Track performance*
- *Motivate teams*
- *Reward success*

Ready to see how gamification can impact your dealership?

Schedule a Demo Today!

werkandme.com

Email | Tom@werkandme.com

