



Rental
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Logistics



HOW PENSKE KEPT SALES TEAMS ENGAGED

CELEBRATING AND RECOGNIZING PERFORMANCE

Penske partnered with All Star Incentives® to create Keeping the Momentum (KTM) — a sales recognition and incentive platform designed to reward achievement, celebrate performance, and drive engagement across a growing sales organization.

What began as a program supporting a single sales team evolved into a company-wide recognition program serving more than 4,500 employees across 12 divisions. By combining sales incentives, peer recognition, contests, communications, and meaningful rewards, Penske created a scalable solution that continues to reinforce performance and employee engagement.

THE CHALLENGE

As Penske's sales organization expanded, leadership needed a consistent way to recognize achievement, motivate performance, and communicate with employees across multiple business units.

Key Challenges Included:

- Maintaining engagement across a large and diverse sales organization
- Recognizing both individual and team achievements
- Supporting multiple divisions with unique goals and objectives
- Driving participation in contests, competitions, and sales initiatives
- Creating a centralized platform for communication and recognition
- Scaling a successful program across a growing organization

RESULTS SNAPSHOT



4,500+
SALES TEAM
MEMBERS
SUPPORTED



12
SALES
DIVISIONS
PARTICIPATING



CLEAR
COMPANY-WIDE
COMMUNICATIONS

THE STRATEGY: 3 PILLARS OF ENGAGEMENT

RECOGNITION

- Celebrate sales performance and milestone achievements
- Peer-to-peer and manager recognition opportunities
- Ongoing visibility for top performers

REINFORCEMENT

- Sales contests and sprint competitions
- Stretch goal and quota achievement rewards
- Seasonal promotions and sweepstakes

VISIBILITY

- Centralized communications hub
- Mentoring program participation
- Company-wide engagement activities

HOW THE PROGRAM WORKS



EARN

Employees earn points through:

- Meeting sales goals
- Exceeding quotas
- Seasonal contest participation
- Mentor program



ENGAGE

Employees stay connected through:

- Sprint competitions
- Mentoring initiatives
- Sales campaigns



RECOGNIZE

Performance is celebrated across the organization.

- Sales performance
- Team achievements
- Milestone celebrations



REDEEM

Points can be redeemed for:

- Merchandise
- Travel
- Experiences

THE RESULTS

The Keeping the Momentum program became more than a sales incentive initiative. It evolved into a central engagement platform that supports recognition, communication, and performance across multiple Penske business units.

By rewarding achievement and creating visibility around success, Penske established a consistent framework for motivating employees while supporting business growth.



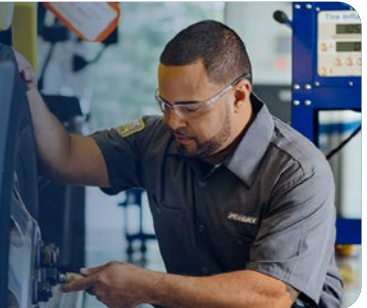
PROGRAM HIGHLIGHTS

- Recognition tied directly to sales performance
- Support for 12 distinct sales divisions
- Ongoing contests and team competition
- Peer and manager recognition opportunities
- Mentoring program participation
- Centralized communication platform
- Seasonal contests and sweepstakes

PROGRAM PHILOSOPHY

At Penske, recognition is more than a reward—it's a business strategy.

The Keeping the Momentum (KTM) program was built on the belief that performance improves when employees feel valued, connected, and recognized. By celebrating success and creating visibility around achievement, Penske reinforces the behaviors that drive individual growth, team performance, and organizational results.



WHAT HAPPENED NEXT

Following the success of the original KTM initiative, Penske expanded the platform to support additional sales divisions, creating a unified recognition experience that now serves more than 4,500 employees across 12 business units.



SALES INCENTIVES

Performance-based earning opportunities



RECOGNITION PROGRAMS

Celebrating top performers and team success



COMMUNICATION CAMPAIGNS

Keeping employees informed and connected



CONTESTS & SWEEPSTAKES

Driving engagement through friendly competition

PROGRAM IN ACTION

Keeping the Momentum brings recognition to life through a mix of sales incentives, contests, communications, sweepstakes, and meaningful rewards. Employees stay connected through ongoing campaigns while earning recognition for the achievements that help drive Penske forward.



THE IMPACT

A scalable engagement strategy supporting 4,500+ employees across 12 divisions.

The result is a program that keeps momentum high, celebrates performance, and reinforces the behaviors that drive long-term business success.

