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Steps for Successfully Implementing Your Sales Incentive Program

(and the most dangerous pitfalls you should be avoiding!)

1

Buy-In

Getting leadership on-board with your incentive program is the first (and most crucial!) step.

"Why should we invest in a sales incentive program?"

- Demonstrate program value with statistics and ROI predictions
- Highlight clearly-defined, measurable goals
- Give step-by-step breakdown of how your program will achieve those goals!



Plan

2

Take a good look at your sales strategy. What's working well, and what's falling flat? Where can your sales team have the largest impact on top-line revenue? Identify your KPIs and use them to establish clear, achievable goals.

3

Design

Once you've decided on your program goals and focus, it's time to create it! Polish up all the details of your shiny new sales incentive program.



Communicate

4

Establish a communication strategy for pre- and post-launch to keep your incentive program rolling!

Pre-Launch:

- Promote registration
- Countdown campaign
- Kick-off party!

Post-Launch:

- Boost engagement with consistent communications
- Use multiple touchpoints
- Encourage feedback from participants

5

Measure Progress

As with any new project, an incentive program can have growing pains—but that's all part of the process!

Keep track of results and participant feedback to continuously improve your program and fine-tune it to perfection!



Avoid:



Incentive Program "Kisses of Death"



Poor Program Design

Having unrealistic goals (like setting annual quotas too high) can do more harm than good. Your sales team should be challenged, but not discouraged!



Cash-Based Incentives

Non-cash rewards are consistently proven to generate better results and are more memorable for the recipient.



Participation Trophies

Your rewards should be given for exemplary performance and positive behaviors. Don't reward your sales reps for just showing up.