

How to Recognize and Reward Your SALES TEAMS

From your industry experts at

Incentive Solutions®

An incentive program can improve lagging sales and motivate your team. But how do you design a sales incentive program that works? With more than 20 years of experience under our belt, we can help!

First, some important facts about sales psychology and reward programs:

\$90 Billion
The amount spent annually by U.S. businesses on non-cash rewards.

Incentive rewards make employees happier, more satisfied, and more productive.

Happy employees are 12% more productive than their unhappy counterparts.

Sales numbers are 37% higher for salespeople who have high job satisfaction.

Only 10% of salespeople make more than 3 contacts...
...But 80% of sales are made on the 5th-12 contact!

84% of American businesses are using non-cash rewards.

Implementing Your Shiny New Sales Incentive Program

Use these SMART goals to get your program off to a strong start!

Specific

Clearly define the metrics that will govern your program. Whether your focus will be on incentivizing repeated contacts, boosting cold-calls, or encouraging further training, be sure that your team understands what's expected of them!

Measurable

Make sure that your goals are measurable! Telling your team to "demo effectively" is too vague and unquantifiable--but rewarding them for completing program training and doing practice demos creates measurable objectives.

Attainable

You always want to encourage your sales team to reach for the stars, but if your stretch goal is in another galaxy, you're setting them up for failure. Make sure your goals are challenging but realistic.

Relevant

Consider how your goals relate to the "Big Picture." If your incentive program is geared towards rewarding cold calls, but a larger portion of qualified sales come in through social selling, you may want to rethink the focus of your program.

Timely

Finally, consider your program's time frame. If you have a year-end goal, for example, adding smaller, more immediate goals (monthly or quarterly) to keep your sales team motivated through every page of the calendar.

Check out these tried-and-true modules that are perfect for any sales incentive program:

Leaderboards



Give props to your top performers and spur on friendly competition.

Performance Tracking



Easy-to-use data management to help sales teams keep track of progress and goals.

Quick Points



Use on-the-spot rewards to promote positive behavior and brighten days.