

TYPES OF EMPLOYEE REWARDS FOR THE DIFFERENT MEMBERS OF YOUR SALES TEAM

The success of your employee rewards and recognition program depends on selecting the right rewards for the right employees.



The Star Performer

This is the top 20% of your sales organization. High-performing and intrinsically motivated, the goal is to build retention and make your star performers feel valued. **Try these employee rewards:**

- Group incentive travel
- High-end merchandise & custom redemptions.
- Provide meaningful opportunities for recognition.



The Average Joe

The middle 60% of your sales team presents the biggest opportunity for growth. The goal is to inspire growth by providing scalable rewards, ranging from the attainable to the aspirational. **Try these employee rewards:**

- Online rewards
- Debit or gift card rewards
- Training incentives for performance on interactive quizzes.



The Slacker

This is the bottom 20% of your salesforce. Don't set your hopes too high and make sure to limit your expenses, but there's a chance to find some diamonds in the rough. **Try these employee rewards:**

- Start small (perhaps just recognition) or possibly low-investment merchandise, debit, or gift card rewards.
- Provide qualification-based stepping stones.
- No rewards at all for those who remain below a certain threshold.



The New Hire

Your goal is to get your new hires started on the right track! They may not be ready for the big time yet, but with the right training and inspiring the right organizational culture, your new hires can take the future of your organization to the next level. **Try these employee rewards.**

- Training incentives for performance on interactive quizzes.
- Incentives based on upholding core values.
- Opportunities for peer-to-peer recognition.