extu↗

5 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 frist (and most crucial!) step.

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

2. Plan

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

3. Design

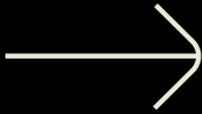Once you've decided on your program goals and focus, it's time to create it! Polish up all the details of your shiny new sales incentive program.

4. Communicate

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 feeedback 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!

Incentive Program *"Kisses of Death"*

Poor Program Design
Having unrealistic goals (like settings annual quoata 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 exeplary performance and postive behaviours. Don't rewards your sales reps for just showing up.

extu↗