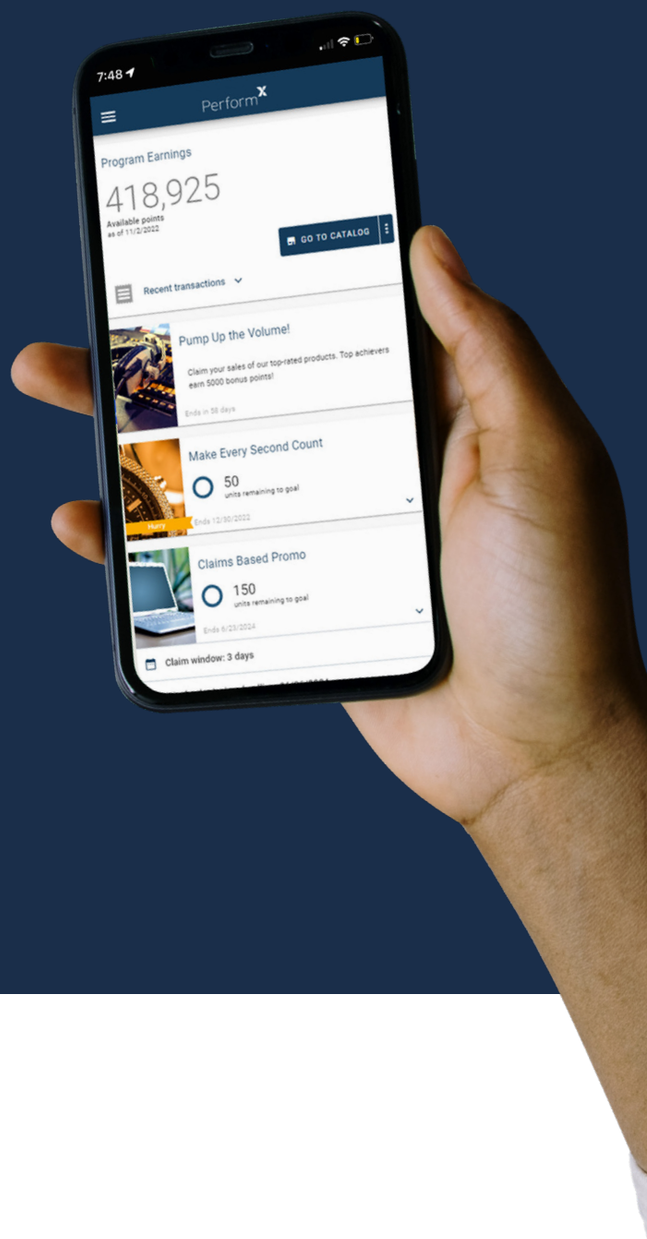
One10X

How to Get Your Sales Team to Sell More

Starting an Effective Incentives & Recognition Program



A strategic and engaging sales incentive program can unleash the **full potential** of your sales force – catapulting them from good to **great.**

When it comes to motivating your sales team, you need to look beyond cash and commissions. The best sales incentives push team members to:

- **Stretch their performance**
- **Hit aggressive sales targets**
- **Reward them for their extra effort**

Interested in starting or revitalizing your own sales incentives program?

Consider these 4 guiding principles:

Inform

You're trying to motivate your sales teams. ***Why?***

- Is there a specific product or line of business you need to incentivize?
- What information do they need from you?
- What information do their sales leaders and managers need to execute the program?

> **Are you incentivizing steps along the sales cycle or just the end goal of closed deals?**

Engage

- How are you communicating the program?
- Do you have channels like Yammer, Slack, or a newsletter already in place?
- What's your cadence for reminders?
- Are you using short-term contests as well as longer reward cycles?
- Are you incentivizing steps along the sales cycle or just the end goal of closed deals?

All of these impact how quickly teams get engaged and excited.

Evaluate

Keep track of your incentives spending and measure it against increases in productivity and sales, as well as sales team satisfaction and retention. Any turnover costs real dollars in recruitment and onboarding, as well as less-tangible costs, such as loss of institutional knowledge and experience. It's important to keep stakeholders apprised of real metrics to keep your program **(and your ROI)** growing!

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Rewards

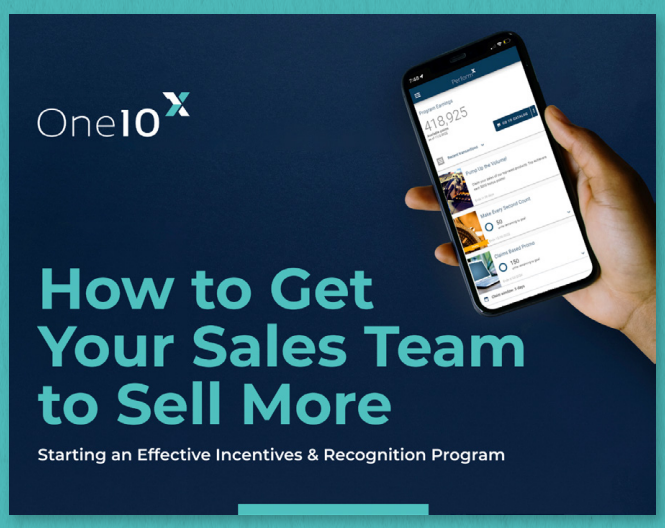
What will entice team members to move up, driving your top performers:

Gift cards?

Points they can redeem on high-end merchandise?

A travel experience?

It's important to know your audience and build a flexible sales reward strategy including a variety of incentives and steps along the path.

The right incentive program has many lasting benefits for you and your sales team members. Start with these four steps and you will be well on your way to a meaningful sales incentive program. To learn more about how to build a great program from the ground up, download our ebook, **Incentivizing Behavior: Starting an Incentive Program.**

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