

8 Key Actions to Acknowledge and Motivate Your Sales Team

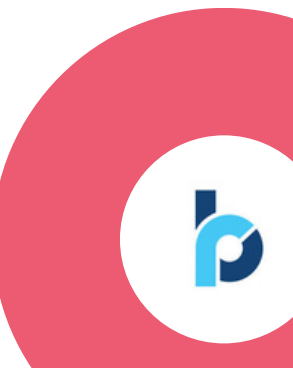
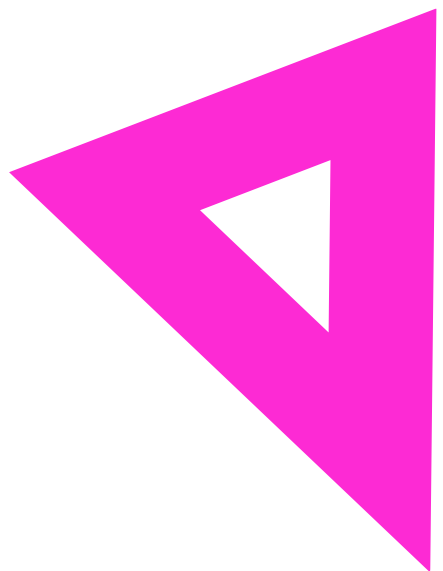
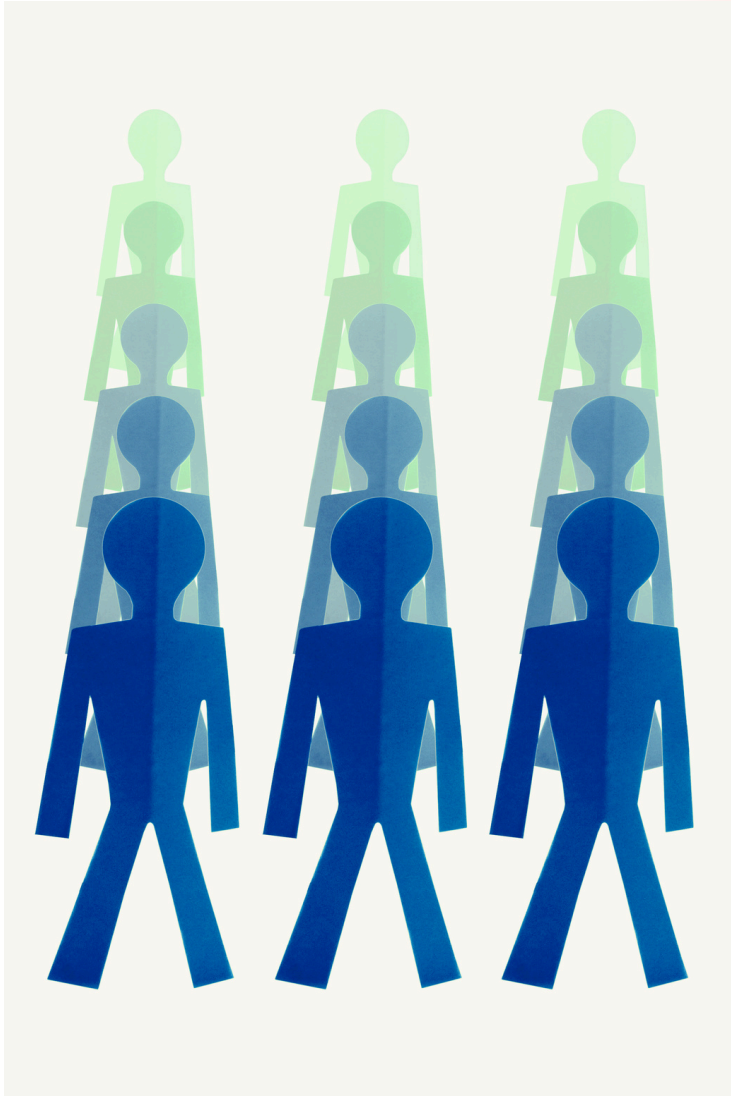


brought to you by

Always remember this basic premise....

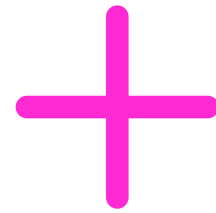
Sales professionals respond positively to acknowledgement of 3 outcomes:

- **their efforts**
- **their progress**
- **their results**

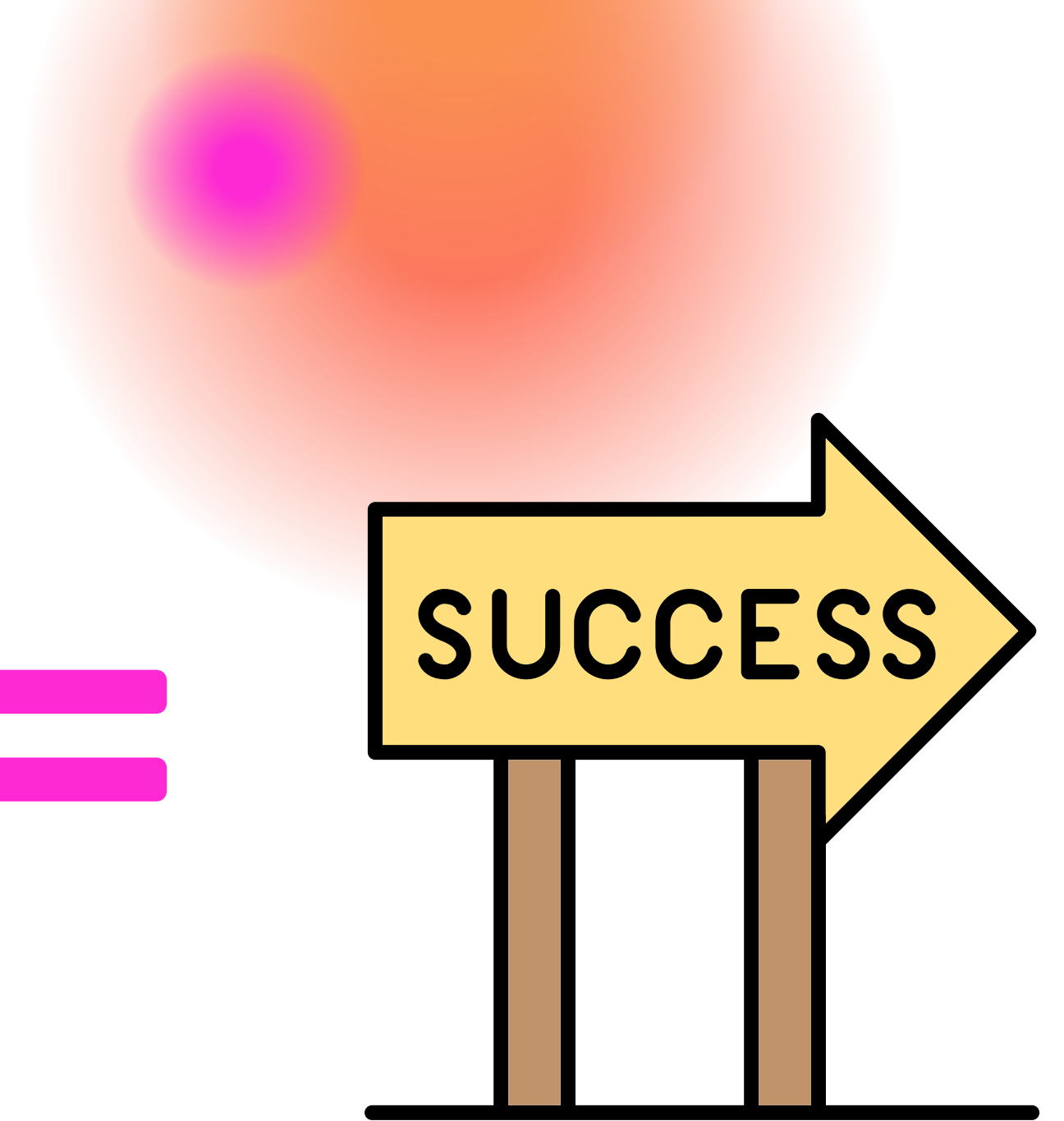


There are 2 parts to the equation

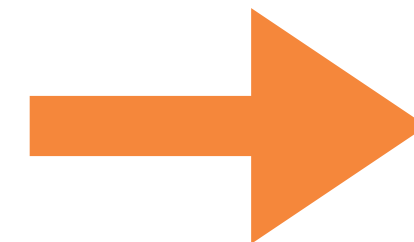
**Acknowledging
& rewarding key
behaviors and
results**



**Using Best
Practices to
ensure desired
outcomes**



Here are ideas to implement!



Actions You Can Reward

Your Guidelines for Success



Acknowledge & Reward

1. **Breaking a barrier**
2. **Hitting a target**
3. **Completing training**
4. **Attaining goals**
5. **Executing a plan**
6. **Obtaining a review/testimonial**
7. **Sharing tactics/techniques**
8. **Getting referrals**



Best Practice

1. **Keep your goals in mind**
2. **Set realistic criteria**
3. **Have a clear timeframe**
4. **Offer variety**
5. **Outline qualifications**
6. **Focus on simplicity**
7. **Make the incentive worthwhile**
8. **Talk about the program**



Acknowledge & Reward

Making a Breakthrough!

“I found the decision-maker!”

“I got the appointment!”

“My prospect wants more information!”

**Best
Practice**

When rewarding a salesperson, remember to tie the recognition to the goals assigned.

- **The action is clearly defined**
- **Quantified, if possible**
- **Aligned with the organization’s goals**
- **The purpose of the action is related to end results**



Acknowledge & Reward

Hitting a Target

examples:

- # of new accounts
- # contracts signed
- # prospects logged
- Increase in average sale size
- # new products sold

Best
Practice

Be sure targets can actually be reasonably attained based on the employee's assignments such as:

- Hours available
- Market/territory size
- Skills and experience
- Product/service availability



Acknowledge & Reward

Completing Training or Adding New Skills

- * **Obtaining a certification**
 - * **Finishing a product training module**
 - * **Learning new applications for products or services**
 - * **Becoming a Subject Matter Expert**

Best Practice

Have a Clear Timeframe

Be specific about how the training will enhance the salesperson's skills and ability to achieve success on the job.

Then determine a realistic timeframe in which the training will be beneficial and can be completed.



Acknowledge & Reward

Achieving a Goal

- Revenue generated
- New customers/accounts
- Average ticket value/customer
- Sales of specific products
- Renewals of contracts
- Upsells
- Contracts signed

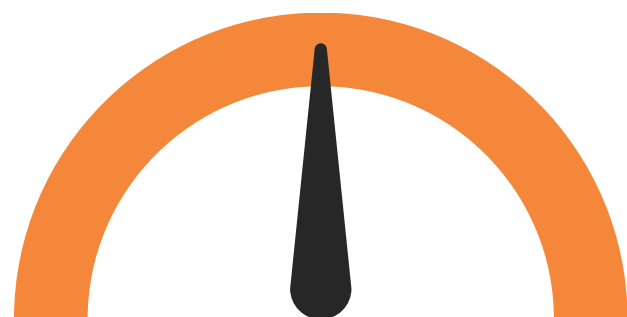


Best Practice

Offer Variety

Allowing the salesperson to choose his reward/incentive makes it meaningful and memorable in a positive way.

Enable the recipient to be an active participant in rewarding positive behavior and results!



Acknowledge & Reward

Executing A Sales Plan

Best
Practice

Outline the Qualifications

(Mini steps lead to progress)

Identify actions that drive outcomes.

Examples:

- Leads identified
- Contacts made
- Meetings scheduled
- Proposals created

Draft

Take Action

Follow Up



Acknowledge & Reward

Obtain a Review or Testimonial

“Testimonials are the BEST way to beat down the price objection and win the sale!” ~ Jeffrey Gitomer

Best
Practice

Focus on Simplicity

A simple sentence can elevate the company's brand.

Turning a customer into a fan also does the same for the salesperson!





Acknowledge & Reward

Sharing a successful tactic or sales technique

Teamwork is dreamwork. When we share successful tactics, everyone wins!



Best Practice

Make the incentive worthwhile

- Recognition should be timely
- Rewards should be meaningful to the recipient - choice matters
- Recognition should be easily delivered and received



Acknowledge & Reward

Get Referrals

- Asking a customer who they believe can use your product/service
- Working with industry partners to help identify good prospects
- Engaging in networking & professional organizations for others to send prospective business

**Best
Practice**

And be sure to talk about the program!

Let your sales teams know that their efforts are being noticed and the company is benefitting from their work:

- Internal and customer newsletters
- Staff meeting kudos
- Celebrations of accomplishments
- Receipt of rewards!

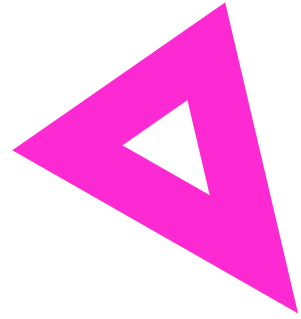
SHOULD WE PROVIDE INCENTIVES?

According to Indeed.com -

- Sales incentives helps teams reach or exceed their goals
- They're particularly effective for motivating sales teams.
- They prevent the sales team from becoming stagnant.

Having a robust sales incentive program can also help with employee retention and recruitment. If you offer appealing incentives compared to your competition, your sales employees are likely to stick around.

Source: www.indeed.com/hire/c/info/sales-incentives-ideas?



Until a sales representative is motivated to do his job, he cannot perform at his best. Sales reps may underperform if they feel they will not be rewarded for their hard work. Thus, you need to create attractive sales incentive programs to motivate them to work harder and do their best.

<https://www.linkedin.com/pulse/sales-incentives-what-why-matter-2023-neodove-6rrmf>





“My job is to help you ensure success of your sales team. Need more ideas on how to implement rewards and recognition for your sales teams? Let’s talk! “

~ Jodi Henson

My Contact Information:

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Phone: **(770)605-1817**

About EE Incentives & Reward Builder

With 30+ years of experience delivering exceptional added value services to our partners, EE Incentives' solutions are designed to provide a focused, strategic, and unique approach to business growth and employee engagement. By combining traditional incentives with relevant products based on industry, our partners benefit from a robust reward solution, unmatched value propositions, broad appeal, and a distinct competitive advantage.

EE Incentives has been helping businesses with employee and customer incentive programs through the Reward Builder platform that makes implementation easy, meaningful, and effective. The Reward Builder platform delivers programs that maximize impact for rewards and incentives while simplifying the process for the Sales and HR organizations - key attributes that must be in place for incentive programs to motivate and drive results.



Building a Reward



Reward Features

Custom branding with
your company's logo



Selectable background
for different occasions



Customize with your
employee's name and a
personal message
(English or Spanish)



Available in multiple
denominations, beginning at \$10



YOUR COMPANY LOGO



Presented to: John Sample

Congratulations on your new position. Welcome to the team. We look forward to working with you.

From: Your Company Team

\$25



good thru 00/00

Redemption Code: 2222 2222 2222

To Redeem:



Scan QR Code

or



Enter redemption code at
doubleupreward.com

Reward Builder and Our Reward



Choice for Them, Ease of Administration for You

- Employees have hundreds of award choices including gift cards, prepaid cards, and smart home/healthy lifestyle products
- Employees receive a reward certificate, they choose their award(s), and EE Incentives fulfills and handles all customer service
- The administrative portal, Reward Builder, lets you order rewards from your phone, tablet, or computer – 24/7 – without leaving your chair
- Rewards can be customized and personalized and delivered by mail, email or text
- You pay face value for each reward, beginning at \$10, with no program fees, no participant costs, no contracts and no minimums
- High program engagement as each employee selects what is most meaningful and enjoyable

How can Reward Builder work for you?

Reward Builder empowers you to create a personalized rewarding experience to support your recognition and engagement efforts. Thanks to its powerful administration features, sending rewards and managing your program has never been simpler.



Improve Company Culture With Employee Recognition

Through consistent support and encouragement, you can boost employee morale, improve engagement, and reinforce a culture of recognition.

Grow Your Business Through Customer Appreciation

Saying thanks goes a long way! When you reward new customers for their business and current customers for their loyalty, customers remain loyal and engaged. Engaged customers are more likely to become repeat customers and refer you to others in their network.



Make it Special, Personal, and Unique

Reward Builder lets you create custom Reward certificates that can include your company's logo, a personal message, and an occasion specific. Recipients redeem their Rewards for what appeals most to them.

Ways to Use Our Rewards



Reward Builder Customers choose our Reward to:

- **Motivate** and **engage** employees
- **Celebrate** special events and milestones
- Create a culture of **health** and **wellness**
- Reinforce a **safe work environment**
- Increase **sales performance**
- Reward **customer care** representatives
- Drive consumer **acquisition, engagement** and **behavior**
- **Exceed goals** and **increase revenue**

