

TRACK TRAINING TIPS NO. 10

HOW TO : PROVIDE AN INCENTIVE FOR YOUR SALES TEAM.

1. Make the time to realise that they need one! Yes, I know its their job! Yes, I know that's what they get paid for! However, let's face it – it's repetitive and potentially boring!
2. Everyone is different – so you will need a wide range of incentives.
3. Do it in short bursts – daily/weekly.
4. Ask the teams for their ideas. Put yourself in their shoes.
5. Make sure that there is a big launch – with all the bells and whistles you can muster. Do not skimp on this part.
6. Save the best to last – and make it worth waiting for.
7. Rather than team v target incentives, consider team v team. You'll be amazed at the difference.
8. Ensure that the rewards are visible on the sales floor. A constant reminder of what people are striving for.
9. Make sure that the managers are involved in the sales process. Be seen to be doing your bit, and remind yourself of how difficult it is!
10. Have more than one level or type of incentive at a time. Not everyone can be a high flyer. How will you avoid demotivating the other 99%?
11. Celebrate Success!