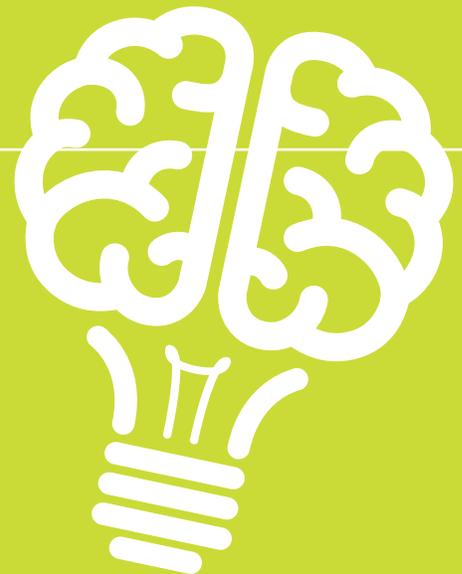


SALES INCENTIVE IDEAS:

The **smart**, the
inexpensive &
the downright
awesome



A QUICK NOTE:

Our world revolves around competition. Providing a **gamification app** that allows VP's of sales to build competitions around the behaviors they need to motivate will do that for ya'.

→ (Well, at least from 9 to 5, Monday through Friday)

That being said, **this eBook references sales incentives in the context of those used on top of competition, to add a little something to the motivation produced.**

We say "a little something," because sales gamification (in the form of contests and leaderboards) does not require incentives to produce serious motivation. The competition and recognition that come with gamification offer enough power there. However, layering on incentives from time to time can add sizzle to your strategy and extra energy around it.

For those of you interested in doing that, we want to make choosing strong incentives easier. We wrote this eBook with that intention.

It covers:

- I: **THE SMART**...way to brainstorm which sales incentives you'll choose [pg 2]
- II: **THE INEXPENSIVE**...examples of sales incentives that you can consider [pg 6]
- III: **THE DOWNRIGHT AWESOME**...examples of sales incentives we've seen used [pg 9]

Did you know that research calls **recognition** and **competition** the two most powerful non-financial motivators for sales professionals? Read more about that here.

I: THE SMART

When deciding which sales incentive you'll offer next, you could go in blind. Take advantage of the brainstorming techniques you learned in elementary school and just start free writing. Or, you could take a smart approach and consider these 3 main categories:

job-related, tangible and **experiential**.

Knowing what each category offers can help to inspire ideas.

Ex: Job-related incentives can also let me pilot a new technology. What have I thought about bringing on for the team to try?

Being aware of these categories can also help ensure that you're keeping incentives interesting. *Ex: I've offered job-related incentives for the last five contests. What could I choose from the experiential category?*

Alright, let's jump right into the categories themselves...



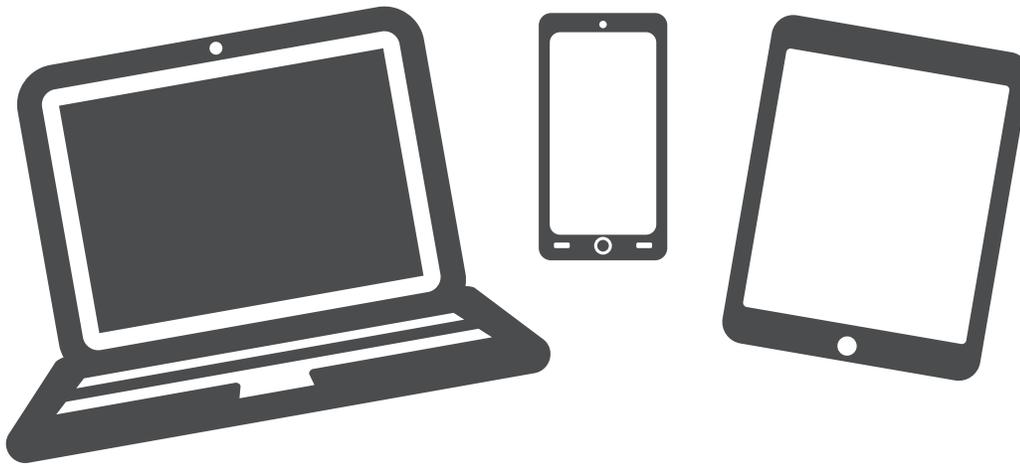
1. *Job-related incentives*

This category defines itself. New iPad? Wireless headset? All relevant players.

These incentives can offer ease as far as your budget's concerned, too. Prizes like additional vacation time have no out-of-pocket expense. Sure, there's still a cost to having people out of the office, but this type of incentive can go a long way in terms of employee satisfaction.

Work/life balance? Yes, please.

Other choices in this category include more tactile job-related incentives, like these:



TIP

CONSIDER HAVING YOUR CONTEST WINNER(S) PILOT A NEW SALES TOOL!

The item should be something "sexy" enough to get your team excited to win it, but also have potential to increase productivity.

TIP

VACATION TIME ONLY WORKS AS AN INCENTIVE IN A COMPANY CULTURE THAT WILL ALLOW EMPLOYEES TO TAKE ADVANTAGE OF IT. YOU COULD ALSO OFFER A LATE START OR LONGER LUNCH IF THAT'S MORE APPROPRIATE IN YOUR WORK ENVIRONMENT.

2. *Tangible incentives*

Examples of these motivators include:



By “tangible,” we mean those tactile-type rewards with clear dollar values tied to them.

+ anything else that’s....well, tangible.

A few tips here:

- Choose an incentive that the members of your team likely wouldn’t purchase on their own. (i.e., force them to splurge on themselves.)
- Select something that’s uncommon. (Ex: If you’d like to offer a TV, don’t go for the 42-inch flat screen that many people already have. Go for something like high-end jewelry or cutting-edge technology instead.)
- Forego cash, which would likely get spent on bills or day-to-day life anyway. A glance at a classy new watch one month after the contest will mean something. Think they’ll remember paying that bill?

For the same reason, skip gift cards around the holidays. An afternoon off to tackle holiday shopping or a personal shopper would guarantee that your sales rep enjoys the incentive, rather than passing it along to someone else.

You can hear what LevelEleven CEO Bob Marsh has to say about this and the other incentive categories, by checking out the 15-minute video recap of our webinar: [“Sales Incentives: What You Need to Know to Really Motivate.”](#) You’ll get additional incentive-related wisdom, too.

3. *Experiential incentives*

Really want to give your team something to remember?

Make *incentive* = *experience*.

It doesn't have to look like this, either:



You can offer a dinner out with a plus one, for example.

Or, you can send a team member to the industry's largest conference.

EXAMPLE

One of our clients sent a contest winner to Dreamforce this year. Powerful networking, industry education and a week free in San Francisco? Not a bad deal.

And you can make any experiential incentive a team outing to inspire team bonding while you're at it.

TIP

RATHER THAN JUST TELLING A TEAM MEMBER YOU'LL PAY FOR A NICE DINNER, ASSIST IN CHOOSING THE RESTAURANT, TOO. ENCOURAGE SOMETHING NEW, AND MAKE SURE IT'S HIGH END.

BONUS TIP

TURN DISTRACTIONS INTO EXPERIENTIAL INCENTIVES WHEN YOU CAN. EVERYONE TALKING ABOUT THE NEXT LOCAL MONDAY NIGHT FOOTBALL GAME? GIVE TICKETS TO ANYONE WHO REACHES THEIR QUOTA BEFORE TAILGATING TIME.

That wraps up the whole "3 Types" talk. Want to know more about the topic? Check out our infographic here.

II: THE INEXPENSIVE

Now, for what everyone wants: ideas.

(Well, every sales leader...when discussing work competitions.)

Wait – we lied. We do have one quick question first: Do you think incentives need to be costly to motivate real results?

Kelly Services launched competition around face-to-face meetings and saw \$5.8 million in additional revenue as a result. The incentive was a \$50 gift card.

Agility Communications got its team to adopt Salesforce's Chatter platform, using a combination of bragging rights, a wind-up chatter teeth toy and a plaque with the contest name.

ePrize increased sales of a mobile product by 230% with a Starbucks gift card.

We have a client in the educational recruitment industry that isn't legally allowed to offer incentives. The company uses sales gamification as part of its regular sales strategy.

Okay. Now that we got that out of the way, back to those ideas...

Starting out, 25 for the budget conscious:

(courtesy of what we've seen clients use, what we've used and what we think would work well)

1. Unique "winner's" chair to replace a desk chair that gets passed from winner to winner
2. Chance to have an assistant for a day
3. At-work delivery of milk and cookies (homemade, of course)



4. Opportunity to switch desks with anyone in the office for a day (bring on the window view)
5. Free lunch delivered straight to the winner for a week

the list continues...

- Free Starbucks ready for the winner when they arrive at work for one week

WITH SIMPLER INCENTIVES, LIKE THE COFFEE DELIVERY, THE KEY IS TO MAKE A BIG DEAL OUT OF THEM. SO, DON'T JUST EMAIL THE WINNER TO LEARN COFFEE PREFERENCES; ASK ON A SHARED PLATFORM, LIKE CHATTER. DON'T SNEAK THE BEVERAGE ON THE WINNER'S DESK; CARRY IT OVER IN FRONT OF THE TEAM.

- Fresh breakfast on the winner's desk and ready to eat at the start of the workday
- Outdoor work station for a day, equipped with a table and chair, extension cord and wifi access
- Beer delivered to the winner to drink at their desk the afternoon after the contest
- Funny figurine (**Macho Man** works for us.)
- WWF toy wrestling belt
- Set of **bullhorns**
- Promise that someone in leadership will sing one song (chosen by the winner) over a channel that everyone can hear, such as a conference call or Google Hangouts
- Promise that the entire executive team will wear the jerseys of – or if they're feeling adventurous, paint their faces the colors of – a sports team they dislike for one afternoon
- Car wash by an executive
- Dinner with the CEO
- Conference table turned candy buffet for one afternoon
- Parking spot that everyone else has to walk by on their way into work
- Coupon to block off a meeting room for one 30-minute nap
- Toy dart gun to shoot around the office



the list continues...



21. Trip to a movie matinee with one co-worker on a weekday
22. Chance for the winner to sleep in, then have a driver pick them up and bring them into work, as well as take them home
23. Raffle tickets that are used at the end of a quarter to bid on only a few high-end items, like an iPod and iPad
24. Sandwiches and beers at the team's favorite hole in the wall

PERSONALIZE INCENTIVES FOR MAXIMUM BENEFIT. IF CONSIDERING A RESTAURANT-BASED PRIZE, ASK YOURSELF QUESTIONS LIKE: *WHERE'S THE FIRST PLACE THE TEAM TAKES A GUEST OR NEW TEAM MEMBER FOR LUNCH? WHERE DO THEY HANG OUT AFTER WORK?*

25. A team-wide email string where everyone sends along funny celebration gifs

THIS ONE'S GREAT FOR EACH TIME A TEAM MEMBER CLOSES A DEAL.

TIP

SEVERAL OF THESE ITEMS WORK WELL WHEN YOU HAVE JUST ONE IN THE OFFICE THAT GETS PASSED FROM WINNER TO WINNER. THINK FIGURINE, BULLHORNS, WWF BELT.

|||: THE DOWNRIGHT AWESOME

Then there are those incentives offered when the budget's not tight, your company has certain connections and/or you simply know you want to go big. Of the incentives in this category that we've seen clients use, five stand out...

1. Lease to a Mercedes
2. Access to sit in on a professional sports team's meeting
3. Trip to the NHL Heritage Classic game, all expenses paid
4. Custom-made suits
5. Team trip to Montreal

TIP

THIS INCENTIVE CAME FROM THE SALES TEAM THAT SUPPORTED THE SPORTS TEAM. TO DO SOMETHING SIMILAR, ASK YOURSELF: WHAT DO WE HAVE ACCESS TO THAT COULD PROVIDE A UNIQUE EXPERIENCE?

FUN FACT: The company that offered this incentive also offered #2. Two words come to mind: Dream job.



OKAY, SO MAYBE WE SHOULD'N'T HAVE ENDED THERE.

What sales incentive is going to seem great, when you have an image of yourself sitting in the back of the room as your favorite coach talks to your favorite team? If you need to, go back and read the first part of page 6.

Then, when you do decide to end your time with this eBook, you can stay in touch with our [blog](#) and [resource center](#) for additional ideas on incentives, gamification and motivating your sales team in general.

Still have questions on sales incentives, or wishing we had more content on a specific part of the topic? [Click here](#) to let us know.



THANKS FOR READING!