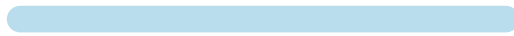


# SALES INCENTIVES



A PRIMER



# Sales Incentives

## A Primer

### SALES INCENTIVES – A FRESH START

So your sales incentive plan doesn't seem to be working. Or maybe you just created a new dealer network and need a way to incentivize your channel partners. In either case, you're going to need a new sales incentive plan. Where do you begin?

### BACK TO BASICS

So let's start with the essentials. What is a sales incentive plan anyway? According to [businessdirectory.com](http://businessdirectory.com), a sales incentive plan (SIP) is a "business tool used to motivate and compensate a sales professional or sales agent to meet goals or metrics over a specific period of time, usually broken into a plan for a fiscal quarter or fiscal year." In addition, "SIPs can be used to incentivize sales professionals where total sales are not a precise measure of sales productivity." This type of scenario can include sales teams, dealers, resellers, contractors, distributors, and others who engage in sales activities that are lengthy, complex, and driven by specific sales behaviors.

### GETTING STARTED

The first things to consider when developing a sales incentive plan for your business are the objectives or outcomes you hope to achieve. The most successfully run companies have sales incentive plans that are directly tied to the organization's strategic goals. Aligning your sales incentive plan objectives with your corporate mission will give your business the best possible opportunity for success.

### HOW WILL YOU MEASURE PERFORMANCE?

Next you will need to identify the metrics you'll use to execute your plan, many of which you can pull from your Salesforce data. Every solid sales incentive plan is tied to measurements that help you assess performance and progress at every opportunity. Sales (or verified sales in an indirect channel environment) are the gold standard.

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**New business is certainly a good gauge of performance, but you'll also want to evaluate the activities that lead up to the actual sale.**  
”

Some organizations will measure the accuracy of a sales agent's forecast, while others may track the behaviors that lead to the sale. When determining the metrics that will be used to measure performance and award incentives, stay focused on activities that will directly result in a sales outcome by rewarding those specific activities.

### NEW REWARDS TECHNOLOGY: THE ONE-STOP INCENTIVE SOLUTION

Getting sales management and sellers at every level of your channel aligned, engaged and fully mindful of your products and services is critical for sales success. The best way to achieve this is with new rewards technology, like WorkStride, that does more than just automate the incentive process – it connects with Salesforce to provide powerful analytics to help you instantly make sales promotion decisions based on real-time metrics and real-world sales behaviors, not your gut. The result is agile promotions that can be turned on and off at will and that will have maximum sales impact. And remember; knowledge is power. Build product and sales e-learning tools into your platform, or link directly to your LMS.

### COMMUNICATIONS AND PROMOTIONS

How you communicate information about your sales incentive plan is every bit as important as the components of the plan itself. You want to build excitement among the members of your sales channel and make them eager to modify their behaviors to surpass every established sales target. Adapt your communications methods to individual preferences and proficiencies within your sales force. Make your communications clear, concise, and personalized to the individual. Also, communicate often and use multiple media – email, print, dimensional mailings, video, etc. Mixing your media will cut through the typical email clutter and keep your offering in your team's line of sight and within their consciousness.



**Remember that your goal is to inspire greater performance so that you ultimately achieve your objectives.**



## RECOGNITION AND REWARDS

A "one size fits all" incentive and reward program is just not going to cut it. Survey your sales team and partners to find out what they like in terms of gifts, awards, and incentives. This will help you tailor your incentive programs to meet individual choices and lifestyles. Remember, many salespeople share awards with family members, so be sure to include them in your program planning. Monetary incentives are not the only motivator when it comes to performance. A combination of bonuses, commissions, and a rich variety of non-monetary awards, travel and experiences accommodates individual differences and fuels enthusiasm for your organization.

## RECIPE FOR SUCCESS

A solid sales incentive plan will help your company capture market share, launch new products, reduce cost of sales and provide momentum for new markets by incentivizing sales teams to drive additional sales. A well-crafted sales incentive plan not only inspires exceptional performance from your sales force, but also puts your company on track to meet its strategic goals. A personalized approach will motivate your sales

force to extend the same kind of consideration and responsiveness to your customers.

**INCENTRA** helps you create effective, scalable and affordable rewards programs and platforms that spark employee engagement, performance and sales growth, while building a culture of happiness and performance. Here's what we deliver:

### Personal and Objective

**Consulting** – Uncovering the everyday opportunities to create a performance culture of passionate employees, salespeople, and leaders.

**Customized Solutions** – Creating technology-driven rewards solutions customized specifically to meet the distinct needs, conditions and brand tenets of your organization.

### Technology That's Faster, More Scalable, and Affordable

– Delivering technology like *WorkStride*, the most powerful, configurable and scalable rewards platform.

### Ease of Use for Every Stakeholder

– Empowering employees, managers, and administrators to confidently and effectively lead the recognition and incentive effort.

### Critical Communication and Training Support

– Building communications and training plans that speed adoption, ensure manager engagement, and improve performance.

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