

# Simplifying Sales Incentives for Success

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# Why start a sales incentive program?

- Incentive ROI
- Impact on employee engagement
- 80/20 rule
- Client experiences



# Site



## ROI Figures

- Incentive programs can provide companies with up to a 22% ROI when targeted at individual performance improvement and a 45% ROI when targeted at team-based performance improvement.
- For every \$1 invested, a return of at least \$3 can be expected.
- Incentives can increase retention by 25%

# Employee Engagement = Communication + Recognition + Rewards

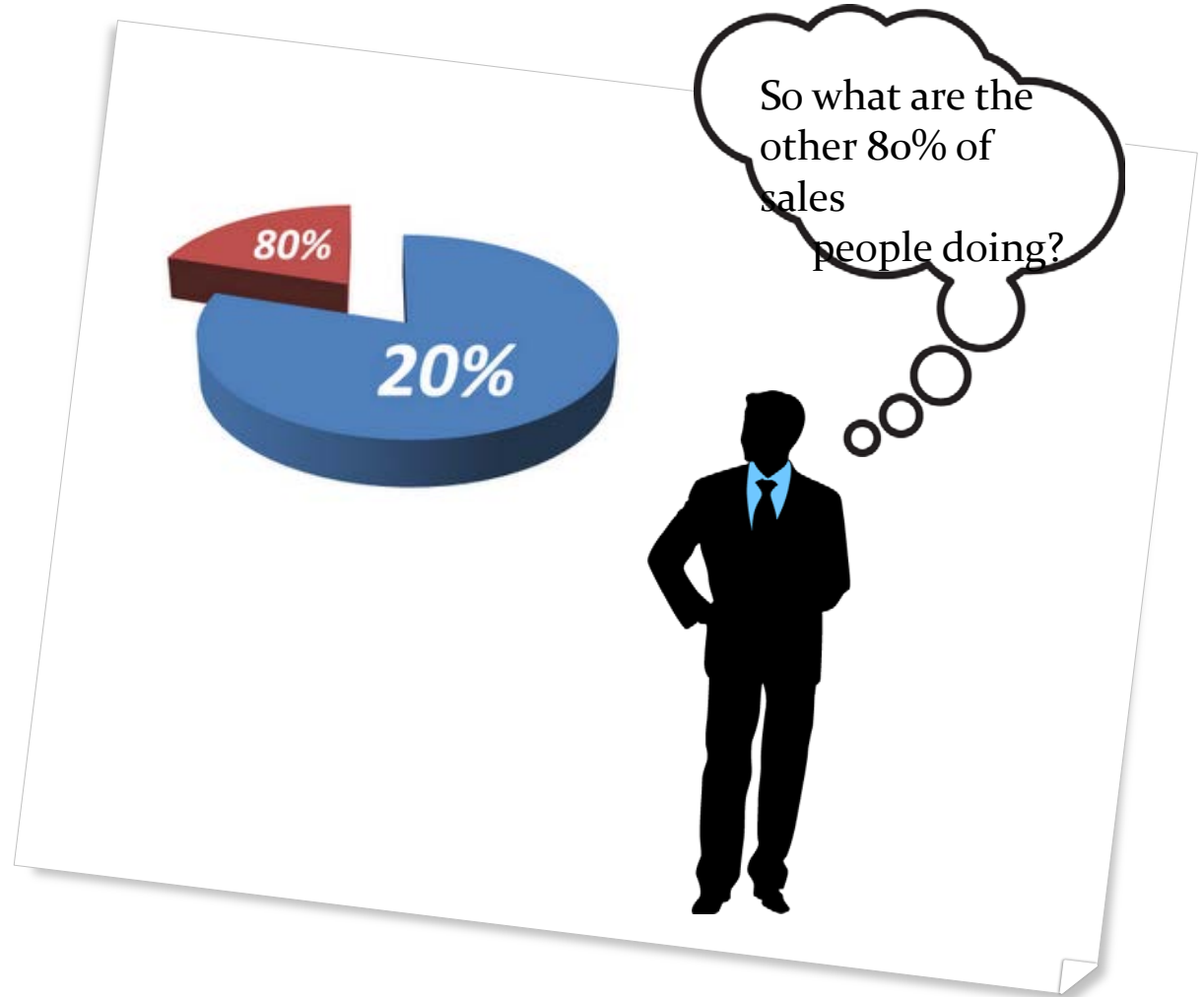
How sales incentive programs impact engagement:

- Increase communication between managers and employees; employees and managers
- Boost employee loyalty and retention
- Raise performance and productivity
- Elevate sales and profits



**80/20 Rule**  
**“Pareto’s Principal”**

80% of sales  
come from  
20% of  
salespeople



# Incentives can:

- Encourage people to meet sales goals
- Motivate people to increase product knowledge
- Increase brand awareness and loyalty
- Boost engagement and give people an outlet for recognition and rewards
- INCREASE SALES!



# Simplify Incentives



Can you explain your reward program in less than **20** seconds and **2** sentences?

# 4 Steps to Simplify Incentives

- Separating Goals
- Automation and customization
- Program communication
- Tracking/Reporting



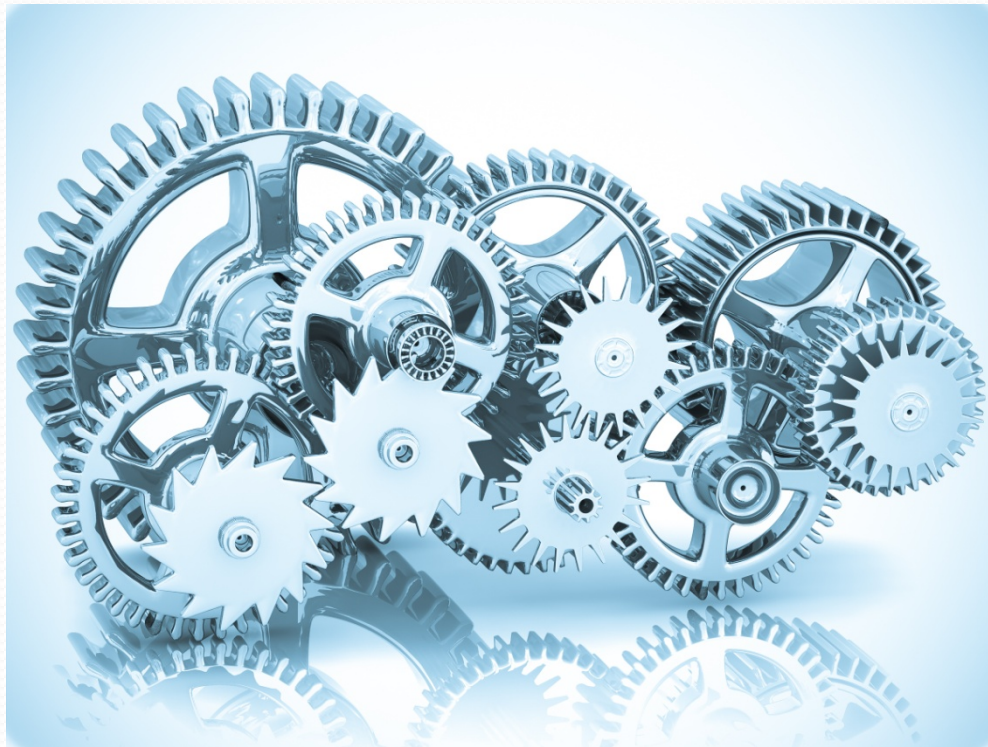


# Step 1: Separating goals

- Rewards for selling selected products/services
- Extra Incentives for upselling
- Short Term Sales Contests
- Seasonal Promotions
- Featured Item of the Month
- Bonus Reward Opportunities



# Step 2: Online Automation/Customization



## Dedicate a space to current goals

- Keep your sales people current on what they can earn for selling each eligible product or service.
- Ideally online and available in a downloadable format

**UK INOX®**  
Sales Rewards

HOME PAGE | PROGRAM DETAILS | MY ACCOUNT | AWARD CATALOG | CART | HELP

Log Out

**Earn Points**

Welcome, Alexander! You Have: 300 Points to Spend!

**\*\* September Special: Earn 250 Bonus Points for each Faucet Sale!**

Sinks	
Model	Point Value
CO480.480	300
D181	200
D210	200
D345.50.50.9	700
D345.8	300
D345.10	300
D376.8	300
D376.10	300
D376.50.50.10	700
D376.50.50.8	700
D376.60.40.10	700
D376.60.40.8	700
D376.70.30.10	600
D376.70.30.8	600
D537.8	400
D537.10	400
D537.60.40.10	800
D537.60.40.8	800
D537.70.30.10	700

Faucets	
Model	Point Value
FBR100	750
FAS200PC	750
FAS200SN	750
FCL300PC	750
FCL300SN	750
FBE900PC	750
FBE900SN	750
FPF1000PC	750
FPF1000SN	750
IH1000PC	750
IH1000SN	750
DIS750	600

Grids/Baskets/Cutting Boards	
Model	Point Value
CB345HW	50
CB376HW	50
CB390HW	50
CB420HW	50
CB537HW	50
CC750HW	50
GR345SS	50
GR376SS	50
GR537SS	50
GR759SS	50
GR760SS	50
GRS390SS	50
GRS400SS	50
GRS420SS	50
GRS558SS	50
GRS583SS	50
RB345SS	50
RB376SS	50
RB537SS	50

Accessories	
Model	Point Value
DAS700PC	25
DAS710PC	25

PDF DOWNLOAD



## Product/service knowledge

- Product fact sheets, brochures
- Product images
- Videos, past webinars
- Quizzes
- Featured item
- Testimonials
- Selling tips
- Puzzles
- ...online knowledge center

Leader board with top performers listed

- Add friendly competition
- Let people know how they are doing compared to peers
- Can be group-based or across your channels



# KEYROSE

OCTOBER 12, 20, 2010

"Far and away the best prize that life offers is the chance to work hard at work worth doing."

—Theodore Roosevelt

## UPCOMING EVENTS

Saturday,  
October 16th  
Island Pacific  
Event

Who: Keyrose  
Corporation,  
Outreach Team

888sell@ip.com  
1888sell@ip.com  
1888sell@ip.com  
keyrose.com  
keyrose@ip.com  
keyrose.com  
1888sell@ip.com  
1888sell@ip.com  
1888sell@ip.com

### The Wait is Finally Over

- Spread the word to our Kapuso .. KMG on GMA primetime Saturdays .  
5:30 PM ( PST)  
7:30 PM ( CST)  
8:30 PM ( EST)

### KMG's 2nd Episode

Let's advice our clients to watch out for the second episode of Kaya Mong Gawin .  
The topic is Bankruptcy 13 Removing the 2nd mortgage and the guest of course is our very own Eric Gravel.

### Job well done, Production Team

- It is through the generous support and hard work of our team that we have been able to create KMG ( Kaya Mong Gawin ). Let's acknowledge our wonderful production team .

Director : Ronnie Henares

Director of Photography: Emil Siapno

Executive Producer : Becky Aniversario

Associate Producer: Celsisse De Ocera

Production Coordinator : Rizza Bautista

Technical Crew : Noel Ang

Production Assistant : Kenji Millendez

Erwin Nucum

.... And of course our wonderful talent, Jojo & Maricel Quiroz

### Gear up in your best 1920's outfit



On October 22nd, we are travelling back in time to the Roaring 20's . It's your chance to flaunt your class and style or channel your inner Al Capone.

### Top Producer of the Month

- Congratulations to Benjamin Ng for being selected the top producer of the

## Company newsletter

- Highlight promotions, top producers
- Keep people current on your organization
- Introduce upcoming models and capabilities
- Makes the website a destination for news; accessible to everyone

## Program Stats Page

- Shows impact of program
- Adds buy-in
- Can be group-based or across your channels



**FEEDBACK FORM**

**WE'D LIKE TO HEAR FROM YOU!**

The success of our employee recognition program depends on you and we'd like to hear your feedback!

Please fill out the form to the right to share your thoughts. Feel free to include your name in case we need to contact you for follow up or submit your response anonymously if you prefer.

Thank you for your continued hard work and dedication and we look forward to hearing your thoughts!

**PROGRAM FEEDBACK FORM**

Please provide feedback on the following aspects:

Your overall experience:  Very Satisfactory  Satisfactory  Unsatisfactory

Variety of gift selections:  Very Satisfactory  Satisfactory  Unsatisfactory

Quality of gift selections:  Very Satisfactory  Satisfactory  Unsatisfactory

Timeliness of your gift's delivery:  Very Satisfactory  Satisfactory  Unsatisfactory

Ease of using this site to place your order:  Very Satisfactory  Satisfactory  Unsatisfactory

Quality of customer service & assistance:  Very Satisfactory  Satisfactory  Unsatisfactory

Did you encounter any issues?

Do you have any suggestions for improvement?

Any other feedback you'd like to share?

Your Name: (optional)

Your Email: (optional)

Your Phone Number: (optional)

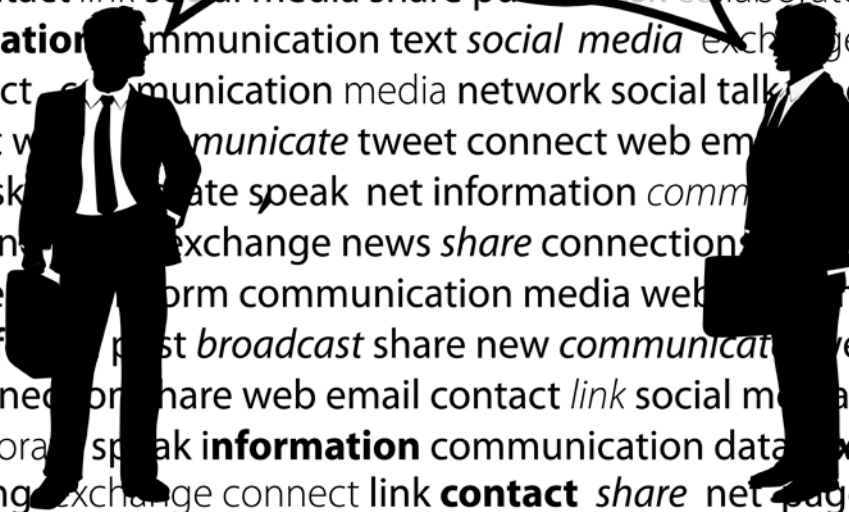
## Program Feedback Form

- Ask participants for their suggestions
- Use information to improve the program
- Take ideas for future initiatives
- Make sure your provider is a good fit

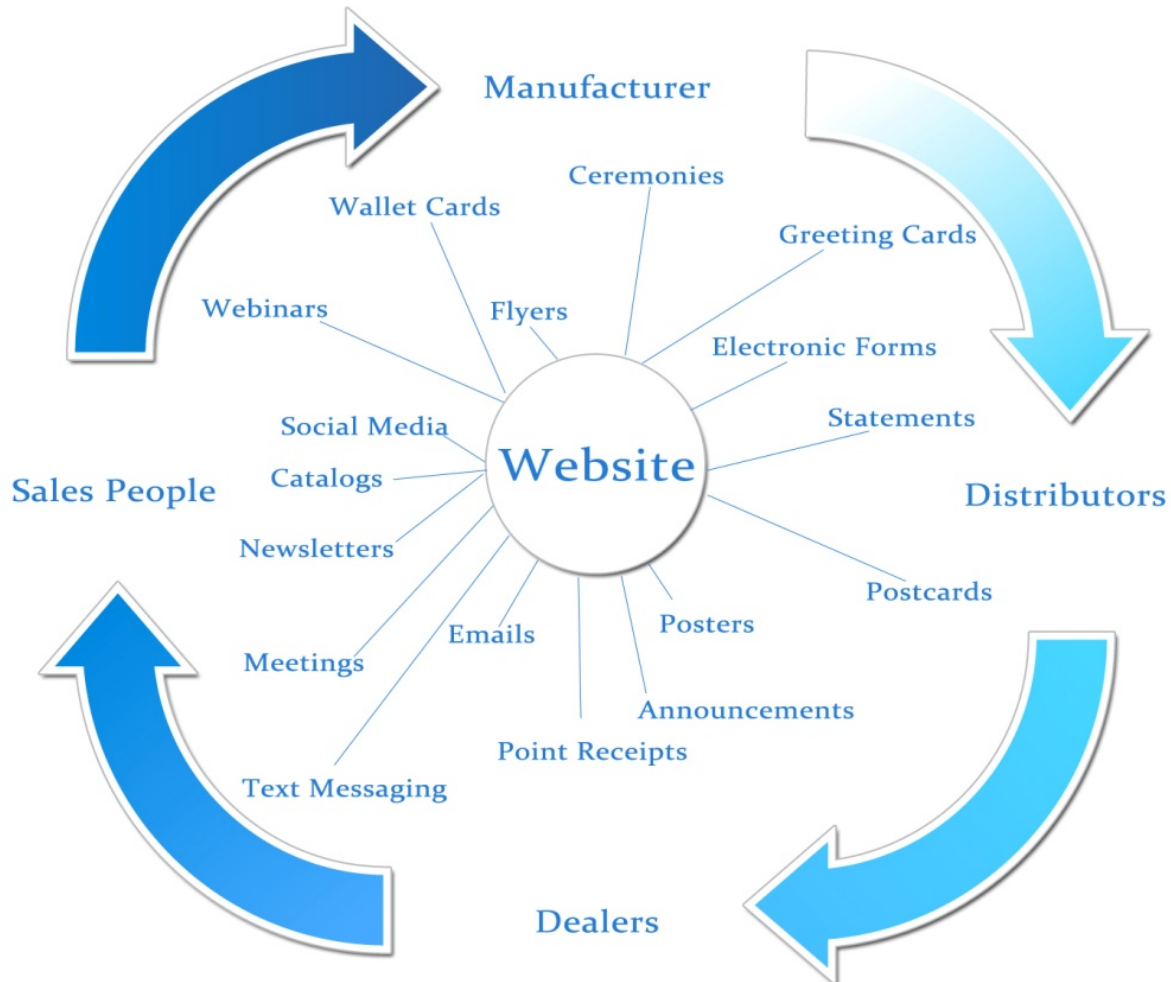


# Step 3: Program Communication

net communication media network social talk blog forum post broadcast  
write *communicate* tweet connect web email contact link social *media*  
nk publish ask collaborate *speak* information *communication* text search  
**networking** share exchange connections contact **network** announce  
speak inform talk news communication media web network social talk  
blog **forum** post *broadcast* communicate tweet write connection web  
email contact *link* social media share publish ask collaborate speak net  
lk **information** communication text *social media* exchange connections  
link contact communication media network social talk blog forum post  
broadcast write *communicate* tweet connect web email link social *media*  
publish ask collaborate *speak* net information *communication* text share  
networking exchange news *share* connections contact **network**  
announce inform communication media web network social  
talk blog forum post *broadcast* share new *communication* tweet write **new**  
share connect or share web email contact *link* social media share publish  
ask collaborate *speak* **information** communication data **text** social inform  
networking exchange connect link **contact** share net page connect ne



# The Communication Cycle



# Types of Sales Program Communications



- Emails
- Sales Meetings/Training
- Posters
- Flyers
- Membership Cards
- Monthly Statements
- Award Catalogs
- Greeting or Post Cards

## The WIIFM Principle



WHAT'S  
IN IT  
FOR ME?

- Look at who your audience is to determine what kinds of communications you should implement
- When in doubt, use a wide variety of media to reach a heterogeneous audience
- Highlight WIIFM in all communications
- Create media for newly hired sales people

## Before Kickoff

- Gather feedback on expectations
- Schedule sales meetings and training sessions
- Get sales people signed up for the program
- Send out pre-kick off emails



What do these items have in common?



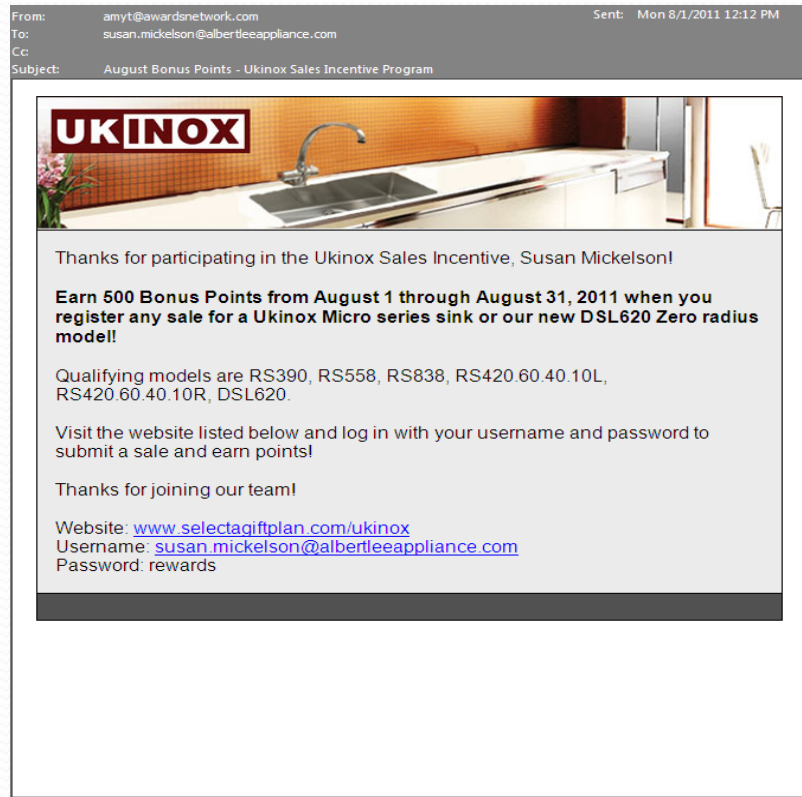
Find out on February 15<sup>th</sup>!

## At Kickoff

- Send kick off emails
- Post flyers and posters
- Make catalogs and order forms available
- Pass out membership cards



# After Kickoff



Email communications should be sent as:

- New contests/point earning opportunities are introduced
- Sales person earn points
- Sales milestones are met
- Recaps of points earned
- Contests end
- Reminders to turn in points
- New catalogs of merchandise are released

# Step 4: Tracking/Reporting Sales

- Who's responsible for reporting when goals are achieved?
- Who's going to post points?
- How much to spend?





# Tracking Goals Achieved

- Make an Excel template for managers or administrators to fill out
- Have administrators enter points online
- Have sales people report their own sales online

Distributor Name:									
Salesperson:									
Date	End User	WebEx Training	Participants **	Part Number	Qty	Selling Price	Total Sale	Points Earned	
								TOTAL POINTS	
PM Manager Approval:		** Please note personnel to share in award points							
Rep Approval:									
D.I.P. Co-Ord. Approval:									
NSM Approval:									

# How much should you spend?

Incentive Program Point System					
GOALS	Max Frequency	Times Awarded Per Year	Points Per Month	Total Points Per Year	Annual Dollar Amount
<b>Goal Group 1</b>					
Goal #1	Monthly	12	50	600	\$3.00
Goal #2	Monthly	12	50	600	\$3.00
Goal #3	Monthly	12	50	600	\$3.00
Goal #4	Monthly	12	100	1,200	\$6.00
Goal #5	Monthly	12	100	1,200	\$6.00
Goal #6	Quarterly	4	500	2,000	\$10.00
Goal #7	Annual	1	500	500	\$2.50
Goal #8	Annual	1	500	500	\$2.50
<b>Total Per Person</b>			<b>1,850</b>	<b>7,200</b>	<b>\$36.00</b>
<b>Total Number Of People In The Program</b>			<b>200</b>	<b>200</b>	<b>200</b>
<b>Grand Total</b>			<b>370,000</b>	<b>1,440,000</b>	<b>\$7,200.00</b>

Download the free budget worksheet on [awardsnetwork.com/reward-programs-samples](http://awardsnetwork.com/reward-programs-samples)

- Given 200 participants, expect to budget around \$3,000 - \$10,000 per year.
- If the program incorporates goals outside of just sales, then the budget could grow to around \$100/participant/year.

# Summary of the 4 Steps

- Separate your goals and make them very easy to understand
- Take advantage of automation and customization
- Communicate your program with media that make sense for your audience
- Find out who will be tracking points and get them added asap

# Planning your sales program

- What are the goals of our organization?
- Why would an incentive program benefit us?
- Who should incentives be targeted to?
- Where should we start the incentive program?
- How can we entice people to participate in the incentive program?
- When can we reasonably plan on the reward program starting?

# Client Case Study-Orion Restoration

## Situation:

Client wanted to increase sales and referrals by rewarding employees and insurance agencies who referred businesses or home owners to the company.

## Solution:

Awards Network designed an online incentive program featuring brand name merchandise. Employees and insurance agents could sign up for a free account to start earning rewards. Awards Network worked with the client to design a set of goals and budget along with ways to promote the program.

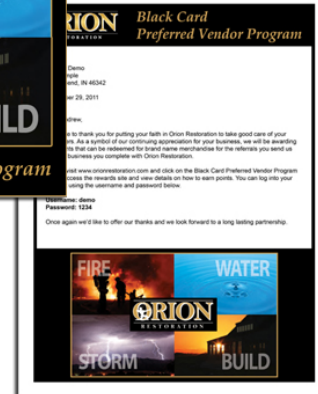
Each approved referral earned the participant \$15 worth of points. Depending on the value of the job once completed, the employee or agent could earn between \$20 - \$1000. A total of about 150 participants are currently active in the program.



Website Home Page



Membership Card



Announcement Letter



Email Samples

# Client Case Study-Orion Restoration

## Results after the first year of the program:

- Over \$7500 have been awarded to participants – see some of the popular items and brands being ordered by participants to the right
- Orion has received double the amount of referrals in 2011 than 2010
- 3 participants have been identified as the top performers, driving the largest volume of business and earned an end of year bonus for participating

The client is satisfied with the results of the sales incentive program and has renewed it for 2012. They have also decided to start rewarding participants who sign up for continuing education courses and for completing them.



# For more information:

Email:

[amyt@awardsnetwork.com](mailto:amyt@awardsnetwork.com)

Download free budget worksheet:

<http://www.awardsnetwork.com/reward-programs-samples>

Download free set up checklist:

<http://www.awardsnetwork.com/incentive-programs/setup>