

SEVEN EPIC SALES INCENTIVE IDEAS



Repeating incentives can get stale.
Learn what actually works!



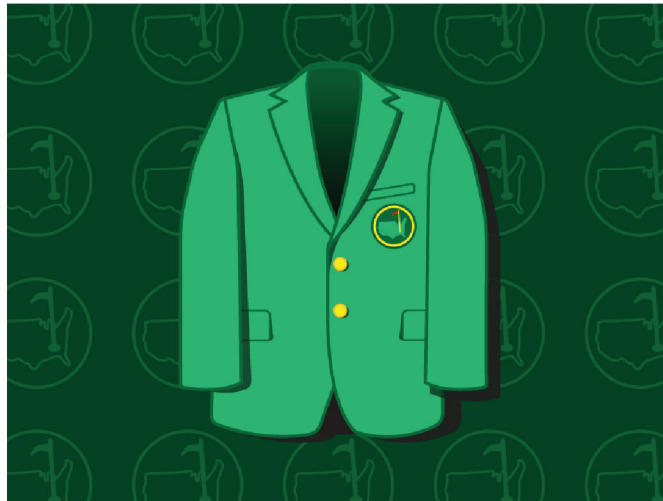
SEVEN EPIC SALES INCENTIVE IDEAS

One of the top search terms in the sales world is “Sales incentive ideas.” The reason? Sales leaders know how effective sales contests can be, but incentives like plaques and President’s Club are quickly going the way of the dinosaur. They just don’t work with today’s workforce.



EPIC SALES INCENTIVE #1: CULTURAL RELEVANCE

Our customers at Pendo are on the [golf] ball when it comes to hot cultural topics, and used that to their advantage to pair a sales contest during the Masters Tournament. The incentive: You guessed it - a green jacket.



Timely and unique, the green jacket incentive was a massive hit among their reps for one reason: bragging rights. In the golf world, the green jacket symbolized the best of the best. It represents the top professionals who work hard, hustle, drive big results, and make lots of money. On Pendo’s sales floor, their own green jacket came to represent similar ideals.

Takeaway: Listen to your reps -- what’s going on in the world that has their attention? Capitalize on attention-grabbing headlines, alongside the competitive nature of sales reps, to run a contest that appeals to them on and off the sales floor.

EPIC SALES INCENTIVE #2: WWE CHAMPS



Many competitions are run among teams, but our clients at Fitzmark wanted to take it to the next level with a March Madness-style competition that let individual reps compete for themselves. Reps were seeded based on prior results and split into brackets, each of which was led and supported by an executive team member.

Fitzmark wanted to drive lasting change resulting in increased activity levels among all reps, and they took note of their reps' love of competitions when picking their incentive -- an \$18 Championship belt from Amazon.



Sales leadership at Fitzmark saw changes in rep activity immediately, as they encouraged teams to work both harder and smarter. Reps came in an hour early just to get the edge over their teammates and found more effective ways to use their time while in the office, resulting in a **200% activity increase for over half of the team**. Of particular note were the C and D players on the team -- finally, management had found a contest and incentive combination that motivated them to pick up their activity count. Across the board, reps stayed above their numbers consistently, because once they pushed themselves, they saw how easy it was to make better use of their time.

At the end of the competition, the winning rep received the championship belt at a Town Hall in front of all Fitzmark employees. The rep was asked to wear the belt to all future sales meetings until the honor was passed onto the next winner, ensuring that the winning distinction was visible to all other team members until the next round.

Takeaway: Smart incentives don't have to be expensive. Affordable options work just as well -- especially when they contribute to a fun-loving, competitive environment on the sales floor.

EPIC SALES INCENTIVE #3: EXPERIENCE MATTERS



When CellMarque came to us, they were in a bind. They had just come off of a slow Q3 where they didn't meet numbers. They knew their methods and incentives for driving performance were old-fashioned. And what they were doing wasn't working.

When they came to us, CellMarque was asking the question, "How are we going to implement new strategies to hit our Q4 numbers?"

With Ambition, they set up a three-month Fantasy-Football style sales competition, using an experiential rewards package as the incentive. With their chosen incentive system, Blueboard, the winning rep would be able to choose from a number of trips and activities (Private ninja parkour lessons, anyone?).

With the launch of this contest+competition combination, not only did CellMarque see an immediate turnaround in performance, but they came back from behind to hit their **18% YoY growth goal.**

Takeaway: Experiences, paired with effective contest implementation, can help drive longer-lasting change in your teams. As an added benefit, offering valuable experiences to reps helped them see that CellMarque was a place where they could develop their careers for the long-term.

EPIC SALES INCENTIVE #4: LET'S PARTY



It's no secret that sales reps like to party, and that's why we love them.

So when it came to picking an incentive to attach to their team's latest competition, they went with what they knew their reps would fight for -- free tickets to the Los Angeles Craft Beer Crawl, an annual sold-out event in downtown LA.

Chownow was able to quickly and easily spin up a new contest for reps on the fly, offering tickets as the prize, and see reps get to work immediately.

Takeaway: Know your team and give them what they want -- and it might not always be what you want (in this case, it is). Put yourself in their shoes and deliver.

EPIC SALES INCENTIVE #5: IT'S SHOWTIME



Our friends at Outreach had success running epic sales contests, but they also knew they needed a killer incentive that would motivate reps on a weekly basis, to reward their top two Sales Development Reps each week.

To keep the incentive fun and affordable, Outreach offered a free day at the movies for the winners of this repeating contest -- and it was as easy as that. Reps stayed on their toes each week, vying to win the break, and the results spoke for themselves.

Takeaway: It doesn't have to be epic on a cost scale to drive epic results. Give your reps a break for busting it on the sales floor -and try suggesting they spend that time with a colleague to build camaraderie.

EPIC SALES INCENTIVE #6: LOOK GOOD, FEEL GOOD



As winter approached, the team at Kenco Group planned to run their next sales contest -- but felt that their previous incentives had already been done. What was something new and trendy that would make reps feel -- and look -- good?



The incentive they chose for their competition was rep's choice of Patagonia outerwear -- something that would prove both fun and functional during the upcoming season. From day 1, managers noted that reps were captively keeping an eye on the leaderboards, and they heard the level of trash talk increase. In other fields, that may not be a good thing. In sales, we all know that [respectful] trash talk means that competitive spirits are coming out, and that usually results in increased performance.

Due to Kenco's commitment to gamifying the sales process, this competition and others led to a 45% increase in bottom line margins for their teams.

Takeaway: Keep an eye on the season, and offer high-class digs that reps may not otherwise purchase for themselves. Reps that look good, feel good.

EPIC SALES INCENTIVE #7: THE BILLBOARD

We can't build this list without calling out one of our own personal favorites that worked with our team, The Billboard. This was a good, old-fashioned Most Revenue From New Deals monthly sales contest....but instead of giving out steak knives, the winner of this contest got his very own billboard. Any location. Any content.



By mid-month, our reps were discussing the most diabolical ways they could use the billboard if they won.

EXAMPLES:

1. A targeted and personalized Ambition ad next to a key opportunity's headquarters.
2. An Ambition ad next to a competitor's office ala Russ Hanneman.
3. An ad trash-talking coworkers in the heart of downtown Nashville.

And so on. Our winning rep chose to place his face over his favorite college football player's face with an arguably motivational quote, and he loved every second of it. The Billboard sales competition turned into the most successful sales contest we've ever run - purely on the strength of its incentive.

Takeaway: Use coaching sessions to find out what motivates your team, and design incentives to your personality types. Public recognition worked for us -- and what could be more public than a billboard?

ABOUT AMBITION



Ambition is a sales management platform that syncs every sales organization department, data source, and performance metric on one easy system.

Ambition clarifies and publicizes real-time performance analytics for your entire sales organization. Using a drag-and-drop interface, non-technical sales leaders can build custom scorecards, contests, reports, and TVs.

We are endorsed by Harvard Business Review, AA-ISP (the Global Inside Sales Organization), and USA Today as a proven solution for managing millennial sales teams.

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