Well managed well throughout incentive programs play an important part in achieving and exceeding sales targets. If you incentives are structured properly they can result in a high level of motivation.

Here are a few basic principles I recommend to my clients.

Avoid incentives where individual salespeople are competing directly with each other to win a single prize. This often causes animosity.  It is much better to ensure that every person has a chance to achieve an incentive by reaching a certain level of sales.
2. Incentives should be introduced with some pizzazz and excitement to help generate an air of urgency. Incentives are designed to get salespeople excited and motivated so the way they are presented needs to reflect this.

3. Incentives should not be long-term – usually a month and, under certain circumstances, incentives could be offered for one week only. Don't' make the mistake of running incentive programmes more than three months.

The fact is It is hard to sustain interest in incentive programs if they are run the over too long a period of time.  Salespeople tend to focus on incentives only when they are close to achieving them.  A year-long incentive, for example, will only really generate real interest among salespeople about three months from the end of the year (by which time it's too late to impact on the result) – for the rest of the year, the incentive seems too far away.

Have a great week selling your stuff.

Mike

PS.Have you tried out my 7-day challenge yet?



## PLUS: WHENEVER YOU'RE READY...

Here are 3 ways I can help you make more sales in your business – whether you businesses is big or small.

1. Try the new 7 Days to Sales Success Framework.

Make More Sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales Success Framework is based on a simple 7 day challenge. Click here to find out how you can grow your business by making more sales.

2. Join our Private Facebook Group – The Salesmindset Inner Circle. Get all the latest up to date sales ideas.

Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here.

3. Work with me One-on-One.

If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15 minute Brainstorm call with me by clicking here.

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