

A man in a dark suit and tie is running on a red track, celebrating with his arms raised and a briefcase in his hand. Two other men in suits are running in the background. The scene is set outdoors on a track with green grass.

incentives

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Sales Incentives... More Than Ever!

If ever there was a time when sales incentives are needed to keep corporations afloat, morale and productivity high and return on investment solid it could be now or never for many companies.

No need to go into the economic turmoil facing our nation, we all know it's grim with a long pull ahead until the climate changes. So then what form of marketing can a company turn to that doesn't cost but pays ...Incentive (Reward) Marketing? It will work for sales people, and other employees and of course customers. In today's business climate, it's essential that you know all there is to know about sales incentives and reward marketing and the amazing results it consistently delivers for leading companies in every important product and service business in the nation.

The most important fact of all: sales incentives and reward marketing deliver increased profits—without risk, without cost, without delay, without question. A sales incentive program is the only crap game in the world where you make your bet after you hit your point. Meaning of course that not one sales person or any other participant in a reward program receives any kind of reward until she/he has exceeded the pre-set sales quota or goal that pays for the reward and delivers a healthy plus profit to a company's bottom line.

Most sales incentives need no pre-appropriated money, because it spends no money it hasn't earned. It delivers consistent, accountable profits to you as it proceeds—giving you those added profits long before you spend even a fraction of them. The way it happens is to design a carefully structured sales incentive and/or reward program with motivation applied where it will do the most good and deliver the most profit for your company.

Where do you begin? ...At the beginning of course. To structure the right program for your company you must first do an internal audit. You must have an accurate profile of your accounts by appropriate volume categories... What are your most profitable products? ... What are your product's positions? ...Your sales person's compensation plan and income level? ...What are the effects of competition? Only when you have the answers to these and other questions that also pertain to your

employees and customers will you be ready to begin to design the program's structure and rules. A good way to get these answers is to work with a bona fide incentive marketing agency.

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If structured properly and again here's where an incentive agency can be of tremendous help, you'll not only boost profits significantly, but among

other sound business ideas: you'll learn how to cut your delivery costs by awarding points to customers who take delivery on specific days when you have established your most efficient shipping routes and how to cut the cost of debt servicing by awarding points to customers who pay on a pre-determined, advantageous schedule.

You can reduce insurance premiums by awarding points for good safety records and health improvement programs by drivers and other employees. And for attendance records as well. How about offering points to employees for recruitment? You'll save thousands and be assured of well-qualified new employees.

Now here's the rub when trying to get buy in for a sales incentive or employee reward program from your management. You'll run into the Yesbutters. Yesbutters don't just kill ideas. They kill companies. The Yesbutters have all the answers. Yesbut we're different. Yesbut we can't afford it. Yesbut our business doesn't need it. Yesbut we're too small. Yesbut we couldn't sell it to our workforce. Yesbut let's wait and see. (This last is the worst of all because procrastination is the thief of profits.)

So here's the message. Seriously consider reward marketing as a very measurable and cost effective way of incorporating profit producing and cost savings results for your company almost as soon as you implement.

Have a Rewarding Day. ●