



“PLANNING AND IMPLEMENTING SALES INCENTIVES” (2 HOURS)

Audience: Managers and sales team leaders. Is most effective when delivered one-on-one or to the sales leadership team but also suited to a combined audience of up to 20 participants.

Venue: Any venue that is suitable for a meeting or training.

Sales Incentives can have very powerful and positive effects on sales performance. However a poorly planned and executed sales incentive can have just as strong a negative effect on team morale and sales. There are lots of aspects to consider when planning and implementing sales incentives. This program will lead the participants through these considerations so that they avoid the pitfalls and devise an effective plan for their business.

Topics include:

- Motivating the team
- Selection of the Products
- Planned or Spontaneous Sales Incentives
- Frequency and Duration of Sales Incentives
- Setting Sales Targets
- Individual Rewards or Team Rewards
- ‘Fairness’
- Selection of the Rewards
- Provision of Rewards by Suppliers

The program includes the creation of a suitable 12-month Sales Incentives Plan that can be implemented upon the participants’ return to their business.