

NINE SALES INCENTIVE MISTAKES TO AVOID



Sales less than they should be? Businesses frequently take a do-it-yourself approach to increasing the bottom line. Discover the nine pitfalls that can plague a homegrown sales incentive.

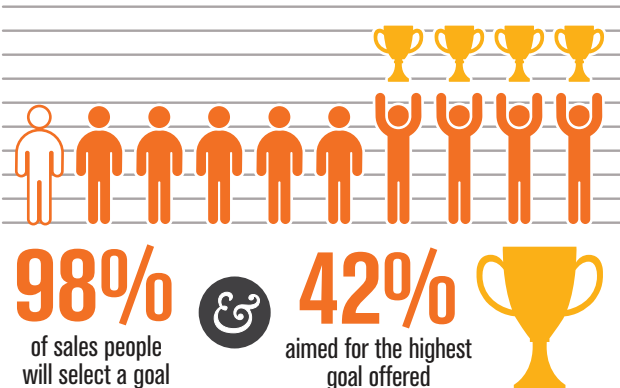
#1 "I BELIEVE MY CASH COMP PLAN MOTIVATES MY SALES REPS TO PERFORM AT THEIR HIGHEST LEVEL."

A recent study found that merchandise rewards led to **3x INCREASE IN SALES** — over cash rewards.

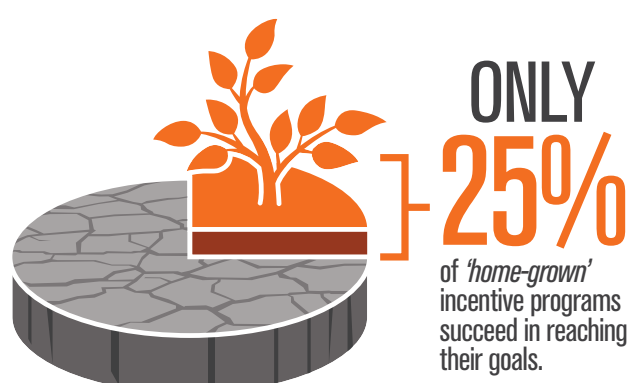


#2 "ALL OF MY SALES REPS SHOULD BE WORKING TOWARDS THE SAME GOAL."

WHEN GIVEN THE CHANCE TO SELECT THEIR OWN GOALS...



#3 "I KNOW WHAT MOTIVATES MY TEAM TO REACH THEIR GOALS."

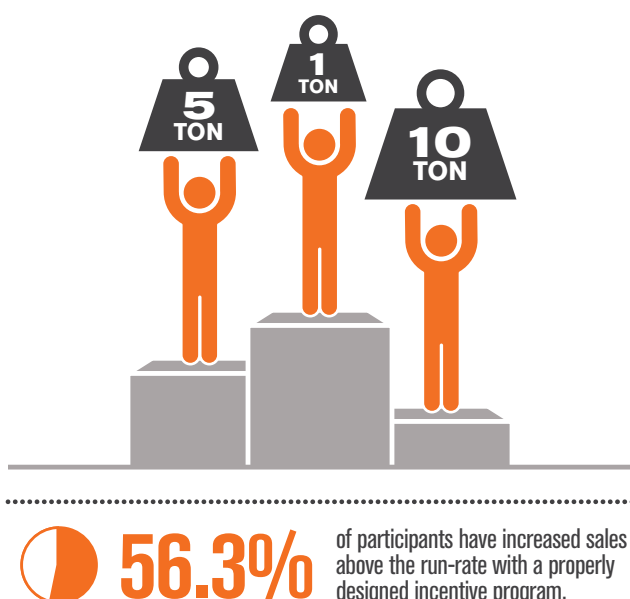


#4 "MOST OF MY LIFT COMES FROM THE TOP 20% OF MY SALES FORCE."



#5 "ONLY MY TOP PERFORMERS SHOULD BE REWARDED WITH INCENTIVES."

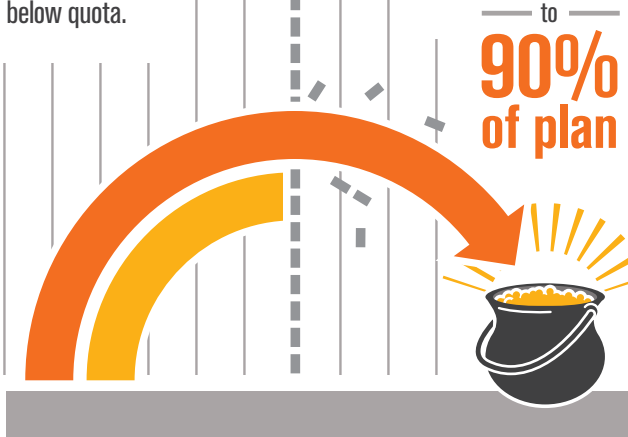
YOUR BIGGEST LIFT AND HIGHEST POTENTIAL LIES IN YOUR **MIDDLE & LOW PERFORMERS**.



#6 "WHY SHOULD I REWARD MY REPS FOR NOT ACHIEVING QUOTA?"

Most sales teams have **50% or more** of their representatives below quota.

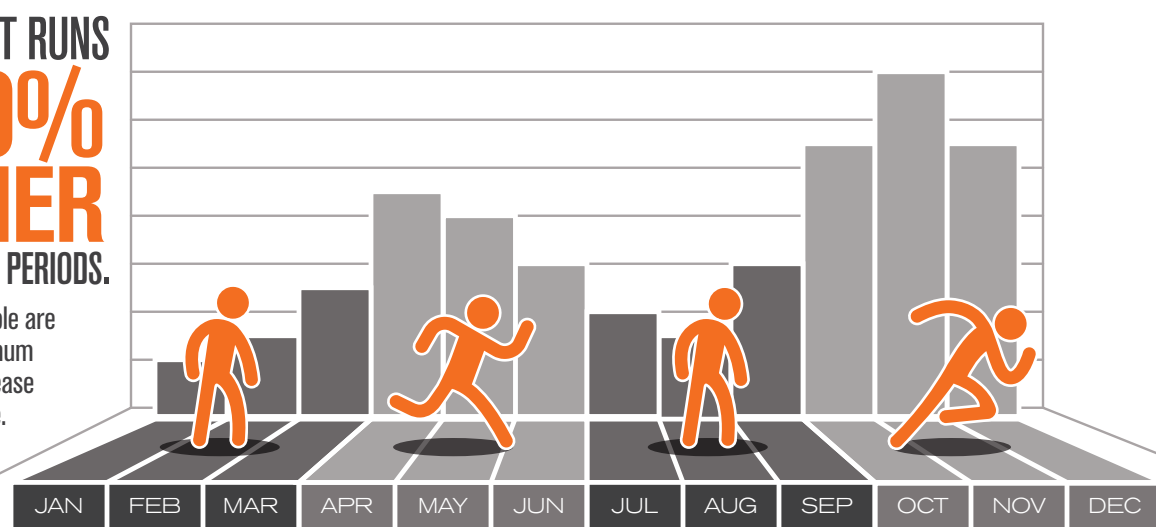
Rewarding sales reps who are below quota can cause a growth from **50%** to **90%** of plan



#7 "I SHOULD RUN THE INCENTIVE PROGRAM TO INCREASE SALES DURING SLOW PERIODS."

SALES LIFT RUNS 5-10% HIGHER DURING BUSY PERIODS.

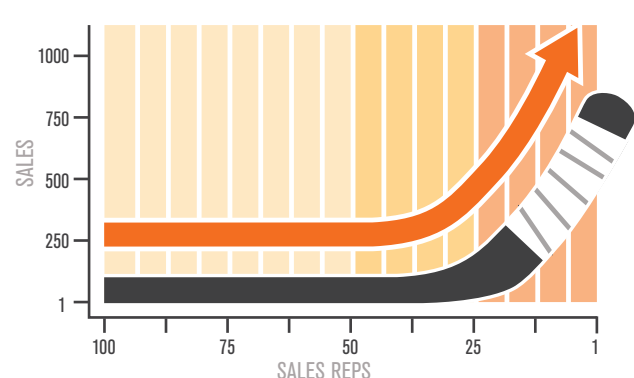
When sales people are putting in maximum effort, they increase their closing rate.



#8 "MY SALES RESULTS SHOULD LOOK LIKE THIS:"



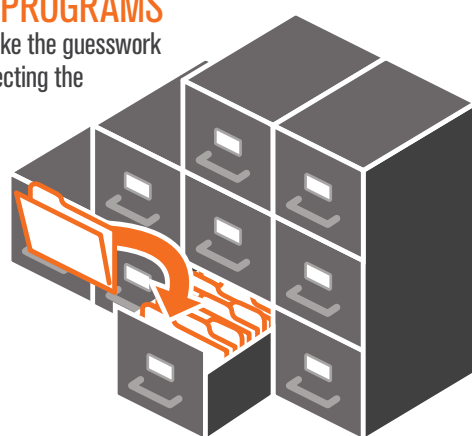
Nearly every sales organization has a "hockey stick" graph with few **top performers** and a long line of **mid-to-bottom performers**.



SALES LIFT COMES FROM MOVING **THE OTHER 80%**

#9 "MOST SALES INCENTIVE PROGRAMS ARE GUESSWORK — THERE'S NO SCIENCE INVOLVED."

Hard data evidence collected from **OVER 600 PROGRAMS** in our system take the guesswork out of it by projecting the performance of sales teams.



GoalQuest® is the industry's only patented incentive solution and platform. It has demonstrated results for over 600 programs and 700,000 salespeople. To see how easy it is to run a GoalQuest program for your sales force or channel partners, visit BIWORLDWIDE.com/GoalQuest.

SOURCES:

- Improving Performance through Self-Selected Goals | 2012
- GoalQuest® Study: Moving Toward the Other 80% | 2011
- Monetary vs. Non-Monetary Rewards, Comparative Studies | 2010