



## Want to Motivate Your Staff? Consider Giving Sales Achievement Awards!

Does your staff lack the spark to make your company great? Improve the energy and innovation of your company with a sales incentive program! Consider refining an already existing program if necessary. Below are some tips for creating new incentive programs and for updating existing ones.

### **Why a Sales Incentive Program?**

How do you motivate people? Reward employees who perform at top levels with sales awards. The recipients of the award feel like they have made significant contributions to the company. They also feel like they are doing a better job than others, inflating their ego. Another benefit of a sales award program is to inspire other employees who may not have earned recognition to reach a higher level of success. The program creates a bar of achievement that ensures that employees are striving to achieve the company's goals and those efforts are measured.

### **How Do I Create a Program?**

The company sets important metrics. Awards are based on meeting or exceeding these measurements. Some examples of these metrics include gross dollars, percentage growth, unit sales, market share increase and number of new clients. Regardless of the measurement, tracking ensures that top tier performers are recognized for outstanding accomplishments.

If your company doesn't have a sales incentive program yet, put one into action. If you already do, consider refining it by adding new goals or adjusting it to recapture enthusiasm for the program. You can also add a short-term program for a one-time sales boost.

When implementing or refining a program, long term commitment is very important. Keep in mind that recognition for sales improvements has both short and long term value. Recognizing employees helps boost their egos, self-worth and confidence in the short term. This recognition will also pay-off in the long run with employees' understanding that their contributions are important and vital to the company's success.

If you need assistance in setting up a sales award program, please feel free to contact our resident expert at [jeff@trophies2go.com](mailto:jeff@trophies2go.com).

### **Tips for Presenting Sales Achievement Awards**

The presentation of sales awards can occur at staff meetings, monthly sales meetings or annual corporate events. The awards are best presented by the sales manager or a higher-level executive, such as a VP or CEO. Recognition is more meaningful from the leaders of the company. When presenting the award, emphasize the importance of the selected metric and how much the recipient excelled above and beyond it.

### **Award Product Suggestions**

Issaquah Trophy & Awards carries a wide selection of corporate awards to fit your needs. Acrylic Awards, Plaques and Crystal Awards are all appropriate choices for recognizing outstanding achievement.

### **Examples of Text for Sales Awards**

Below are four examples of text that can be used on your sales awards. These are only guidelines; be creative to capture the essence of your company.

First Name and Last Name  
Congratulations on Achieving  
XXXXX  
Company Name or Logo  
Time Period

Sales Award  
Presented to  
First Name and Last Name  
For Achieving XXXXX  
Company Name or Logo  
Time period

Award of Excellence  
Presented to  
First Name and Last Name  
For Superior Service in Achieving XXXXX  
Company Name or Logo  
Time Period

Company Name or Logo  
President's Club  
Time Period  
Presented to  
First Name and Last Name  
In Recognition of  
Superior Sales Results

Service Awards Programs are great tools for motivation, recognition and employee retention. Your employees deserve to be recognized in a meaningful way for the time and expertise they give to your company; that recognition will add value to your business in the form of satisfied employees!

*"A man without a goal is like a ship without a rudder."* – Thomas Carlyle

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