



TOP 10 WAYS TO BOOST YOUR SALES REP PERFORMANCE THIS QUARTER

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Want to Supercharge Sales Rep Performance?

CREATE ENGAGEMENT AND EMPOWER YOUR TOP PERFORMERS

As the premier engagement marketing company, with nearly a decade of experience, we have worked with companies of all sizes.

One of the recurring challenges for all of them that we discuss is boosting sales rep performance – how to start, how to grow, and how to keep it going.

Sales can be a difficult job and since sales professionals daily fight an uphill battle, fighting for prospects just to answer the phone or an email, engaging in wars of trust and then dueling for the deals to close so they can ultimately meet their goals. It's tough but it's the crucial cornerstone of every business.

Here are 10 ways to empower your team, improve sales team performance, boost your company's sales overall and create sales reps that are happy and proud brand ambassadors.

Providing Support, Motivation and Engagement for Teams Increases Performance by 30%

Source: Harvard.edu

BOOST SALES 30% THIS QUARTER!



Toll-Free:
800-547-1618



"Creating company engagement means you create a thriving community of sales reps that not only perform better, but happily evangelize your brand."

STEP 1: CREATE & EMPHASIZE A TEAM

A strong sense of team empowers reps to bring their best to work. Not worrying about a "dog eat dog" competitive environment boosts productivity. Simply having the ability to post public kudos or creating leaderboards of appreciation for team members to track when they've helped each other can yield major results faster.

STEP 2: MAKE IT FUN!

Create a fun and rewarding gamification process using gamification modules such as leaderboards and badges which track and reward activities ranging from teammate kudos to closed sales to training completion to years of service and you will promote the feeling of team and have healthy competitions.

STEP 3: KNOWLEDGE IS POWER

Part of the fun can be incorporating user generated videos & photo galleries of events they've attended, blog posts where they share training tips and other forms of content for your entire sales team to access anywhere they are. But, you can also use the same technology to create engaging built-in training modules including topics such as: compliance, work conduct, product training, and many others

STEP 4: OFFER REPS AN INCENTIVE TO JOIN.

Rewarding reps at the beginning just for enrolling in the program is a great way to build trust and excitement. Also, don't complicate the system instead, make it easy from sign up to reward redemption. Otherwise, sales reps will see it as a burden vs. a fun and rewarding addition.

STEP 5: USE ANALYTICS

Constantly reevaluate the program and what the best rewards are for your sales reps. One tip is to periodically survey users to ensure you are meeting their wants and needs. Then combine those answers with the data from your system to analyze things such as your reward program redemption rates to see who is redeeming, what activities are engaging them, and when they are engaging. Once you have compiled everything you can tweak triggers, activities and implement the user suggested rewards all of which builds stronger engagement, company loyalty and boosts productivity.

Our Success Stories



CNH Industrial streamlines new employee onboarding and training through Community Platform



Wageworks increases tenure and employee performance through recognition and gamification



Hargray harnesses the power of employee feedback and suggestions to improve business practices

STEP 6: KILL "TIME SUCKERS"

Unproductive meetings cost employers more than \$37 million annually. Cutting down meetings by just 20% can increase efficiency and sales goal completion rates. Promote "heads down" time where reps are free to block out times on their days where they can deep dive on tasks and not be disturbed. Also, encourage rewards that have been shown to boost productivity such as offering music accounts (Spotify, iTunes, etc.) and working from home which studies have shown actually drives productivity despite middle management worries.

STEP 7: DON'T JUST PUSH FOR PRODUCTION

If you only connect with your reps when you want them to work harder, you'll have trouble keeping them around for the long haul. Consider hosting an appreciation event to show your gratitude, send them links to helpful training articles to show you're invested in their growth or get teams involved with a local charity that your business supports. All of these create happy sales reps who are invested in the company overall, not just "punching a clock".

STEP 8: MAKE IT EASY TO COMMUNICATE

Make it easy for teams to communicate with each other and leadership. Part of maturing your program is creating ongoing interactions with your sales reps on a variety of channels, such as email, your website and even social media. If your platform has been integrated with a mobile app or has had one created then make sure to send your sales reps in-app messages, nudges, and text messages outlining new activities, kudos, and rewards.

STEP 9: KEEP IT TIMELY

It should come as no surprise that sales people love immediate gratification. Reducing the time it takes between completing the program's activities you've set up triggers for (i.e., a sale, generating a referral, sharing kudos, etc.) and obtaining their reward, will make rep engagement and activity soar. Automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for interacting and boosting productivity.

STEP 10: MAKE IT FLEXIBLE

Finally, when it comes to the program and the rewards, you have to remain flexible. For rewards, as mentioned above, get feedback and adapt so you're offering rewards that motivate. For the program itself, build in regular assessment periods and adjust your program based on the data and feedback you get. Plus, look for ways to tie everything into your sales reps' lives to let them know you're invested in them (holidays, graduations, birthdays, back to school or the changing seasons) and not just their job.

CONCLUSION

Creating a program where sales reps are engaged and made to feel appreciated is a great way to drive long term loyal relationships and having a well-executed engagement program is vital whether you're a small business or an enterprise level company. Multi-faceted engagement is a proven strategy that works and will help your company grow. As mentioned above, happy engaged reps are much more likely to become your greatest ambassadors and stay with your company longer, which can be a huge ROI for a sales rep engagement program in and of itself.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what we've discussed to increase their bottom line? Connect with us today!

Get A Free Personalized Sales Team Engagement Strategy Session

Email: Sales@NextBeemedia.com

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