



TOP 10 WAYS TO APPRECIATE YOUR TOP PERFORMERS

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.

50% of employees prefer to stay with a company longer if shown more appreciation!

Source: EconomicTimes.IndiaTimes.com

BOOST SALES 30% THIS QUARTER!



Toll-Free:
800-547-1618



"Engaged top performers can foster a thriving community of employees that not only perform better, but will happily evangelize your brand."

STEP 1: LET US GIVE THANKS

A strong sense of team empowers team members to bring their best to work. One of the quickest ways to build a sense of team is to thank them via hand-written notes or public posts which openly convey your appreciation. Also, create ways for the other team members to say thanks and track when they've helped each other. Leaderboards & badges are great for this and the efforts can yield major results for retention and productivity.

STEP 2: MAKE IT FUN!

Speaking of leaderboards and badges you can also use them to track and reward a limitless amount of activities ranging from the teammate kudos mentioned above to the amount of closed sales to completed training modules to years of service. These simple gamification efforts easily promote the feeling of "team" and healthy competition.

STEP 3: KNOWLEDGE IS POWER

When you have top performers, put them in the spotlight. Work with them to create training videos, photo galleries of events they've attended, blog posts where they share training tips and other forms of content for your entire team to access. Additionally, you can use the same technology to create other engaging built-in training modules including topics such as: compliance, work conduct, product training, and many others

STEP 4: SURPRISE, SURPRISE!

We mentioned thanking those who are performing well, and ideally you're doing so via a system which automatically handles the reward process but also consider the spontaneous surprise. Everyone loves surprises, even your employees. So surprise them by giving them small, meaningful gifts here and there (candy, muffins, gift basket, movie tickets, etc.)

STEP 5: USE ANALYTICS & INVOLVE THEM

Evaluating your efforts can help you better connect with the team and your top performers. Periodically surveying the top performers not only ensures you're meeting their wants and needs but it helps you connect and let them know you value their input. Then combine their insight with the data from your system and you'll know reward redemption rates to see who is redeeming and how often, what activities are engaging them, and when they are engaging the most. Work with your top performer to tweak triggers, activities and rewards. Doing so builds stronger engagement, company loyalty and boosts productivity because they feel valued.

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: COMFORT THEM

A top performer is usually giving it everything. They usually put in the extra hours at work, skip breaks and push to meet goals. Don't they deserve the best workplace environment possible? Consider upgrading their office space or offering them additional comforts. 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 even more productivity, despite middle management worries.

STEP 7: DON'T JUST PUSH FOR PRODUCTION

If you only connect with your top performers 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. Doing so creates happy employees, ones who are invested in the company overall and won't likely fall into the "I'm just punching a clock" mentality.

STEP 8: MAKE IT EASY TO COMMUNICATE

Make it easy for top performers to communicate with other team members and leadership. Chances are they have great ideas that the company could implement. Learn from them. If the platform you're using has been integrated with a mobile app or has had one created then perhaps you can use it to send out ideas or best practices to your team via in-app messages, nudges, and text messages outlining new activities, kudos, and rewards.

STEP 9: TIMING IS EVERYTHING

It should come as no surprise that people love immediate gratification. When you have a top performer, keep them motivated by reducing the time it takes to get rewarded for activities they've completed (i.e., a sale, generating a referral, sharing kudos, etc.). This is where automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for a job well done and boosts more loyalty.

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 their 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 top performers 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 employees are much more likely to become your greatest ambassadors and stay with your company longer, which can be a huge ROI for an 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 Engagement Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>



Toll-Free:

800-547-1618

Trusted by Leading Brands - Loved by Small Businesses

