



SALES INCENTIVE CASE STUDY

Short-term incentives counteract seasonal sales declines

Seasonal sales cycles are a normal part of business life. However, sales incentives that are properly designed and targeted can often overcome historical sales dips.



Challenge

Drive the sales team to exceed sales objectives during a typical slow selling period.

Solution

We designed a promotion that reinforced messages around “opportunities” and “consistency” and the idea that every sales role has a measurable, specific business plan and objective. And, we incorporated rules that allowed each sales person to place a bet on their own sales results which would result in an added incentive if they met or exceeded their bet. The program relied heavily on content optimized for viewing on mobile devices which helped keep the sales team consistently engaged and informed.

○ Results

Increased focus and attention resulted in achieving over 100% of goal and a significant increase in year-over-year sales.

By the numbers

350

sales team members participated

101%

of sales results goal for the period

13

participants won travel packages

93%

of participants indicated they were strongly motivated by the incentive

“

“This program created a buzz in the organization unlike anything I’ve seen in years.”

-Vice President, Sales

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