

Purpose of a Sales Incentives Program

Recognition Motivates

A sales force is regularly responsible for the success of a company. A well-planned sales incentive program can help build the effectiveness of a sales force. A sales incentive program can also help build participation as well as motivate individuals to be more successful. Providing the right type of sales incentive is integral to the success of the program.

Crystal is an excellent choice for any sales incentive program, because of its brilliance, elegance and high perceived value. Additionally, an individual will remember receiving a crystal award because it is not a recognition gift that is simply spent or used, and then forgotten. Crystal is a luxury item with 'trophy value.' Each time a recipient looks at their crystal award they will remember their accomplishments with pride.

Recognition Frequency

Sales incentives are typically given based on an individual or teams incremental sales success. As an individual or team reaches their desired goals, or the company goals, a recognition event should be planned immediately to celebrate the success.

Return on Investment

Presenting an individual or team with a recognition piece that is considered a luxury, ensures that the individual or team will continue to be motivated for the future success of the company.



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