

Whitepaper And the Winner Is...

by Brian Stahlhut Christiansen



About the solution

Milestone Selling is a sales management tool that facilitates sales and enables better sales management.

Read more on our website about sales processes, principles and effect.

www.milestoneselling.com

About the author

Brian Stahlhut Christiansen has worked with management and development of sales organizations for 15 years.

He is the author of the book "Accelerate Sales – Seven Golden Keys" and his weekly newsletter on sales strategies, tactics and methodologies has more than 5,000 readers.

And the Winner is...

10 sales competitions to motivate your team

1. Gift competition

This is a different and entertaining sales competition, which is especially relevant in the lead up to Christmas time.

Every time a sales rep closes an order of a certain size, he or she chooses a gift (from under a tree or hanging on a rope in the sales department).

Once the gift has been opened and everyone has seen it, anyone closing an order of a certain size can either choose a new, still wrapped gift, or steal one opened by a colleague.



2. Early weekend

This competition rewards the entire team or department. Set an ambitious but realistic goal on Monday morning. Once the team has reached the goal, everyone gets to leave for the weekend.



3. Housecleaning

Most sales organisations discover that some of the sales opportunities in their pipelines have gone cold. There's no more potential in them and they only waste time. An obvious competition to host in this case should focus on contacting prospective clients and testing to see if they would still consider buying the product or service being sold.



By making this cleaning process into a quick competition, the sales manager ensures that it finally gets done. The housecleaning tests the pipeline, making it more credible. Last, but not least, some of the prospective clients considering making a purchase will be given a nudge in the right direction.

4. Mentor points

Sales competitions can also be used to motivate your best sales reps to guide and advise newer sales reps. If, for example, you're running a long-term competition where each sales rep is given one point per order closed, why not also give the mentors of new sales reps 1½ points if he or she has played a role in the success of the new sales rep?



5. Dynamic Duo

An alternative Mentor Point system is to create teams of two in your sales departments. The best sales rep is teamed up with the worst, the second-best with the second-worst, etc. Over a period of, for example, 2 or 4 weeks, the duo is given points relative to goals and part-goals achieved:



- Dialogues with new prospective clients = 1 point
- Meetings arranged with new prospective clients = 5 points
- Orders closed with new clients = 20 points

6. Currency exchange

Many sales organisations are struggling to motivate sales reps to look beyond the low-hanging fruit. These organisations struggle to motivate sales reps to do what's necessary to generate:

- Cross-selling (selling different things to the same clients)
- The regaining of lost clients (e.g. no invoice in a year or two)
- New clients



The idea behind the currency exchange is, that it takes 10 times as much effort to get a new client as it does to close additional orders with an existing client. So should we not give the four different types of turnovers different weightings in the competition? For example:

- Turnover from cross-selling is worth 3 times as much as resale
- Turnover from regaining lost clients is worth 5 times as much as resale
- Turnover from new clients is worth 10 times as much as resale

Surprise of the day

Every morning, the sales manager brings a new reward. The nature of the reward is secret; the winner finds out at the end of the day.

The sales rep that generates the best results during the day wins the competition.

This competition works well when combined with [our milestones principle](#).

7. Personal record

Have each sales rep note down his or her best result before leaving the office on Friday (number of orders, biggest order, biggest milestones, and so on).

Make it clear to the sales reps that the goal for the next week is to surpass this record. Everyone who succeeds is rewarded with a prize.

In this way, the best sales reps are competing with themselves.



8. King and servant

This competition works best with young, playful sales reps.

Every Monday morning, evaluate each sales rep's individual results from the preceding week.

The top 10-20% are kings and the rest are servant.

Consider handing out crowns to the kings or special t-shirts to the servants.

The kings are entitled to spend the entire week asking the servants to:

- Fetch coffee
- Make photocopies
- Answer the phone
- Book meeting rooms
- Pick up laundry and washing cars (if the atmosphere's right)



9. Boiler room

Put aside a morning with compulsory attendance for all sales reps. The entire morning is about canvassing completely new leads.

Each dialogue opened with a new lead gives 1 point. Each meeting booked, if this is the next milestone, gives 5 points.

This competition works well when you're looking to fill up the calendar with meetings. It also works well following an exhibition that generated a lot of leads that need to be followed up on.



10. Milestones

Evaluate the sales rep's milestones at the end of the day on Fridays. The winner:

- Achieved the most milestones over 100% (link to milestones)
- Achieved the highest average score on all milestones
- Achieved the highest score on a specific – and important – milestone



Bonus:

- Consider whether the prizes need to be gifts. The prize could be the best parking space or use of the corner office for a week. It could even be something like receiving the next new computer.
- Remember to make the sales competition dependent on something other than closing orders – especially if your sales cycle lasts more than a few days. Have a look at the following video about the milestone principle.
- Find your own combination of individual, duo, and team competitions.
- Make sure to have the prizes in the room. The prizes become far less motivational if the winners have to wait 3 weeks for them. They have to be visible.

Make sure not to set unrealistic goals. This will demotivate the sales reps.

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