



## EXCERPT FROM INCENTIVE INSIGHTS 2024

Learn causes of sales force churn, the impact, and how a smart commission management solution helps you retain top performing sales agents.

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## TEN TIPS FOR BUILDING A SUCCESSFUL SALES TEAM

- 1 Provide competitive compensation and incentives.** Salespeople expect a robust incentive program and one they can trust for accuracy and full visibility.
- 2 Ensure accurate commissions.** Sales people often report frustration over confusing algorithms. Provide complete visibility with dashboards for tracking progress.
- 3 Provide product onboarding.** When a salesperson knows the product well, they're more comfortable talking to customers and explaining the product features.
- 4 Encourage relationship building.** Sales reps who build deep relationships with their customers tend to sell more. They are trusted and seen as an ally by the customer.
- 5 Allow flexibility.** Sales reps like autonomy. In general, it's a career made for people who prefer to be on the move, meeting new people, and not chained to a desk.
- 6 Provide sales support.** Provide training and tools to help overcome common objections, answer competitive questions, and demonstrate value.
- 7 Set realistic goals.** Set fair, achievable but challenging goals for your team. If reps feel the company has set impossible quotas, they quickly become discouraged.
- 8 Provide opportunities.** Whether it's more responsibility, more money, or new challenges, find out what motivates your top sales reps and give them room to grow.
- 9 Support work-life balance.** Research shows that 20% of employees who changed jobs over the past two years did so for better work-life balance.
- 10 Reward high achievers.** Recognize and award those team members who go above and beyond expectations. Bonuses and incentive programs will go a long way in building a positive sales organization, immune to employee churn.



- Single Source Systems, a solution partner with Infor, provides IncentViz, a commission management solution that seamlessly integrates to key Infor ERP solutions.



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