

— 102 —
INEXPENSIVE
SALES INCENTIVE IDEAS



Think you need expensive incentives to motivate your sales team?

..... *Think again!* —————

Salespeople are competitive by nature, and it doesn't take a Cadillac or a trip to the Bahamas to motivate them. They want to win and be recognized for their success, so a smaller, well-placed incentive is often very effective in motivating performance.

This is good news because budgets aren't always the most flexible things. But, on the negative side, who has time to think of all this stuff?

We do! And we did. We compiled 102 of our favorite inexpensive sales incentives here for you to consider.

Note: Our world revolves around sales competitions; as a result, this eBook references sales incentives in the context of those used in competitions specifically, to add a little something to the motivation produced.

————— *HERE WE GO!* —————



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1. Custom bobblehead. (You can get these customized to look like team members, or characters that team members love.)
2. Gift certificate to visit a psychic – random, but fun!
3. Fun toy from the winner's childhood to keep on their desk – think Magic 8 ball, silly putty, pet rock, etc.
4. Funny lamp for the winner's desk. (Definitely start by looking at lava lamps.)
5. Recognition in a company-wide email from the CEO.
6. Personal handwritten thank-you note from the CEO.
7. Email sent out to your entire database, letting everyone know that the winner is amazing. Maybe include it as a section in your company newsletter?
8. Photo with the winner's face placed on something funny like a muscle man picture. Of course, you should send it out to the entire office with a "Good Job" to the winner. (Tip: Find photo templates at <http://faceonface.net>.)
9. Photo of a crown on the winner's head, or with the writing "The Man [or 'Woman']" on the bottom of his or her headshot. Have your design team put this together in a matter of minutes & upload as the winner's Salesforce Chatter profile picture, or headshot on your "Meet the Team" website page.
10. New rule: Each time anyone comes in contact with the winner the day after the contest, they have to start that conversation or interaction with a high five.
11. Pats on the back for the winner from the entire team.
12. Tunnel formed by team that the winner runs through to high five everyone on their way out of work.
13. As a bonus to #12, let the winner leave an hour early.
14. Small figurine from the winner's university that they can put on their own desk.
15. Small figurine from the winner's university that they can put on anyone else's desk.
16. Homemade dessert. (Brownies, or cake anyone?)
17. Song dedicated to the winner from the rest of the team, played for the entire office to hear.
18. Putt for PTO – this one's inspired by a LevelEleven client; set up putting green in your office and let the winner putt. If they make it, they get 1 hour of PTO.
19. Stickers to add to laptops, similar to the way some football players get stickers to add to their helmets.
20. Time off during the day to watch a sporting event, like the Olympics or World Cup.

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21. Signed basketball, football or baseball from the team – depending on the time of year.
22. Happy hour with the CEO.
23. Lottery tickets.
24. Lunchtime BBQ. (Especially good when it's a winning team, not just an individual!)
25. LED lights to decorate the winner's desk.
26. Sticky notes with "congrats" messages from the entire team used to decorate the winner's desk.
27. Picture of the winner featured on the company blog for a week.
28. Recognition for the winner on all company social media channels.
29. Slow clap from the team each time the winner walks in the room the day after the contest.
30. Fun song each time the winner walks in the room the day after the contest. (May we suggest you start with the Rocky theme song?)
31. Fun song that, when played, means everyone other than the winner has to get up and dance to for a few seconds.
32. Quick video of team members congratulating the winner recorded and sent to the winner via email or social media.
33. Decorate the winner's chair with streamers and balloons.
34. Rest of team decorates winner's desk space in the theme of their favorite place.
35. Already planning on sponsoring a conference, but not sure who to send? Choose the winner.
36. As a bonus to what's above, let the winner choose who will attend the conference with them.
37. A homemade fun sign that says "Winner" or "Big Deal" in a picture frame.
38. Homemade trophies – print labels at work and place them on a toy that fits the theme of the contest.
39. Take a Vine that shows different members of the team doing different dance moves and send that out company-wide with the text: "This is how we feel about having you on our team." (Tip: Similar to this idea: <http://leveleleven.com/2014/05/compcloud-video/>)
40. The entire team has to cater to the winner for a day. The winner can ask anyone for a fresh cup of coffee, to pick up their lunch and bring it right to their desk, etc.

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41. Winner gets to write one tweet for everyone else on the team to post. (This is especially great when you have big sports rivalries in the office.)
42. Winner gets the day before/after a holiday weekend off.
43. Winner gets picnic supplies. They can have a longer lunch and get good food and a blanket.
44. Winner gets a new pair of slippers to wear around the office for a day.
45. Winner gets to come to work in comfy clothes for a day. (Think hoodie and sweat pants.)
46. Have TVs in the office? Let the winner choose what channel they're on for a week.
47. At the next team meeting, make everyone go around and say one awesome thing about the winner.
48. Get an office-wide list going via email that says "Why We Think [Insert Winner's Name] Is a Rockstar" and have everyone contribute.
49. A nice house coffee cup that stays at the office right next to the coffee machine with the winner's name on it.
50. Take the number of points the winner won by and give them that amount of PTO hours. (If it's a large number of points, try using another number that relates to the contest, like the amount of team members competing, the percentage of points the team member was ahead by or the amount of days the contest ran.)
51. Let the winner choose where you will have your weekly team meeting – encourage them to consider fun options, like outside.
52. Have a mini fridge in the office, or something else fun that everyone gets excited about? Let the winner place it at their desk for the day – maybe it's the coffee maker, a funny team picture, etc.
53. Invest in one awesome piece of technology to be used during the workday, like a really comfortable wireless headset; then pass that around from contest winner to contest winner. Ultimately, this will be cheaper than purchasing a new prize for every contest winner.
54. Think about things you already do that you can give the winner a choice of – do you buy the team lunch on Mondays? Ask the winner to choose restaurants for the next 3 Mondays. Take the team out for a quarterly outing? Let the winner choose this quarter's event.
55. What's your winner's favorite breakfast – oatmeal? Cinnamon Toast Crunch? Keep the office kitchen stocked with it for a month.
56. Same idea as above, but with their favorite snack, or kind of coffee/tea.
57. Free desk cleaning.
58. Keep a stocked team candy bowl and let the winner place it on their desk.
59. Give the winner a larger desk.
60. Give the winner a desk with a better view.

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61. Let the winner work from home for a day.
62. Give the winner a 30-min "Win" break each day for a week, that they'll get in addition to lunch. (They can use it to take a walk, have a snack or even come in late.)
63. Pizza and a beer to the winner's desk on Friday at 4.
64. Get some cheesy temporary tattoos and the winner gets to choose which team member has to put which of those tattoos on their face for the day.
65. Give the contest winner a fun nickname like "Macho Man," etc. and make everyone call him or her that name for a week. (Sticking with their favorite wrestler or superhero name is always fun.)
66. If you're really feeling adventurous, have your CEO dress up as the winner's favorite wrestler and walk around like that for an hour.
67. Winner gets to pass off one project to another team member.
68. Winner gets to take on a new project they were hoping to be assigned.
69. Winner gets a 1:1 mentoring session with the CEO.
70. Winner gets to choose a few other team members to play poker with (chips only, to keep costs down!) on a Friday afternoon.
71. Winner chooses favorite TV show, and the boss rents that on DVD and lets the winner watch an episode for every point they were ahead in the contest at work.
72. Winner gets their favorite ice cream to eat at work.
73. Winner gets to play the fight song of their favorite college team the day before a big football or basketball game.
74. Go around the room quickly and make everyone tell the winner one joke.
75. Hang a hammock somewhere in or near the office and let the winner hang out for an hour.
76. Let the winner choose one song that the entire team has to sing to them before the next team meeting.
77. If it's around the holidays, have the winner bring in their gifts for the team to wrap.
78. Let the winner bring their pet to work for a day.
79. Name rooms around the office after contest winners. Choose a room per contest and put a sign next to them. These are really fun when you add nicknames, too. "Jim 'The Hulk' Smith" etc.
80. Put a fun VIP sign in front of the winner's parking spot.

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81. Purchase songs for the winner – get gift cards to Spotify, iTunes or else whatever they use to listen to music.

82. When you have VIP contacts in the office or at a conference, facilitate an intro between them and your contest winner.

83. Give the winner their 15 minutes! Have your PR team watch for opportunities where it'd be suitable for the contest winner to be quoted in a big article.

84. Does your team travel to conferences a lot? Tell the winner they can take 2-3 hours to actually see the next cool city they go to.

85. Send flowers to the winner's desk.

86. Get a fun wall going that people will see right when they walk in the door, with a sign that says "The People Who Make This Place Awesome" and fun pictures of contest winners.

87. Give the winner 1 hour a day for a week to do something related to their career development that they wouldn't ordinarily have time to do in their day-to-day, like attending fun webinars, reading a good book, etc.

88. Bring in some speakers, and let the winner hook them up to his or her computer, so the entire team has to listen to their music during a day.

89. Name your next contest after the contest winner – add some fun language in there, like "The Time We Tried (Again) to Beat Johnny W."

90. Let the winner choose their favorite comedy skit and have the entire team start their work week by watching it together in a conference room.

91. Make a rule where for a month, the winner is never allowed to open his or her own door at work.

92. What's your winner's favorite type of food? Set up a potluck with that theme.

93. Find a cheesy piñata, and fill it with whatever your contest winner chooses; then have the whole team knock it down.

94. Find fun office supplies that meet the personality of your winner. (Ex: Drumstick pencils <http://www.demilked.com/33-things-to-make-your-office-fun-and-inspiring-again/>)

95. Get a backboard for the back of their trash can. (Ex: <http://www.demilked.com/33-things-to-make-your-office-fun-and-inspiring-again/>)

96. Winner gets to order any t-shirt for his or her boss to wear for a day.

97. Around Halloween, winner gets to choose what his or her boss dresses up as at work.

98. Gift card for any fun office accessory.

99. Put some interchangeable magnetic letters on a wall in a prominent location, and let the winner adjust them so that they spell the message of his or her choice for one month.

100. Get the winner a basket full of gag gifts that he or she can use for some fun around the office.

101. Get the winner a fun business book (*note - make sure it's one that would interest them) and have everyone in the office sign the cover.

102. Let the winner leave work an hour early daily for a week.

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(go for it)

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