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# 102

## Inexpensive

# Sales Incentive Ideas

Especially great for millennials!

# 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.

Whether you're recognizing a rep for winning a sales contest or hitting an activity goal, these fun incentives will motivate that rep and strengthen your culture, without breaking the bank.

*Here we go!*



# 102 Inexpensive Sales Incentive Ideas

by LevelEleven

- 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 rep's childhood to keep on their desk – think Magic 8 ball, silly putty, pet rock, etc.
- 4 Funny lamp for the rep'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 rep is amazing. Maybe include it as a section in your company newsletter?
- 8 Photo with the rep'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://faceon-face.net>.)
- 9 Photo of a crown on the rep'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 rep'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 rep for one entire day, they have to start that conversation or interaction with a high five.
- 11 Pats on the back for the rep from the entire team.
- 12 Tunnel formed by team that the rep runs through to high five everyone on their way out of work.
- 13 As a bonus to #12, let the rep leave an hour early.
- 14 Small figurine from the rep's university that they can put on their own desk.



- 15 Small figurine from the rep's university that they can put on anyone else's desk.
- 16 Homemade dessert. (Brownies, or cake anyone?)
- 17 Song dedicated to the rep from the rest of the team, played for the entire office to hear.
- 18 Putt for PTO – set up a putting

green in your office and let the rep putt. If they make it, they get 1 hour of extra 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.
- 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 recognizing a team, not just an individual!)



- 25 LED lights to decorate the rep's desk.
- 26 Sticky notes with "congrats" messages from the entire team used to decorate the rep's desk.
- 27 Picture of the rep featured on the company blog for a week.
- 28 Recognition for the rep on all company social media channels.
- 29 Slow clap from the team each time the rep walks in the room for one day.
- 30 Fun song each time the rep walks in the room for one day. (May we suggest you start with the Rocky theme song?)
- 31 Fun song that, when played, means everyone other than the rep has to get up and dance for a few seconds.
- 32 Quick video of team members congratulating the rep recorded



and sent to the rep via email or social media.

- 33 Decorate the rep's chair with streamers and balloons.
- 34 Rest of team decorates the rep'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 rep.
- 36 As a bonus to what's above, let the rep 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.
- 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."
- 40 The entire team has to cater to the rep for a day. The rep can ask anyone for a fresh cup of coffee, to pick up their lunch and bring it right to their desk, etc.
- 41 Rep 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 Rep gets the day before/after a holiday weekend off.
- 43 Rep gets picnic supplies. They can have a longer lunch and get good food and a blanket.
- 44 Rep gets a new pair of slippers to wear around the office for a day.
- 45 Rep gets to come to work in comfy clothes for a day. (Think hoodie and sweat pants.)
- 46 Have TVs in the office? Let the rep 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 rep.
- 48 Get an office-wide list going via email that says "Why We Think [Insert Rep'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 rep's name on it.



- 50 For sales contest winners: 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 rep 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 rep 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 to whichever rep's being recognized at that given time. Ultimately, this will be cheaper than purchasing a new incentive for every rep recognized.

- 54 Think about things you already do that you can give the rep a choice of – do you buy the team lunch on Mondays? Ask the rep to choose restaurants for the next 3 Mondays. Take the team out for a quarterly outing? Let the rep choose this quarter's event.

- 55 What's your rep's favorite breakfast – oatmeal? Cinnamon Toast Crunch? Keep the office kitchen stocked with it for a month.



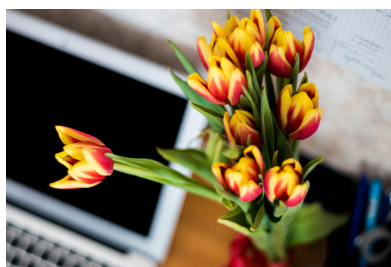
- 56 Same idea as above, but with their favorite snack, or kind of coffee/tea.
- 57 Free desk cleaning.
- 58 Keep a stocked team candy bowl and let the rep place it on their desk.
- 59 Give the rep a larger desk.
- 60 Give the rep a desk with a better view.
- 61 Let the rep work from home for a day.
- 62 Give the rep 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 rep's desk on Friday at 4.
- 64 Get some cheesy temporary tattoos and the rep gets to choose which team member has to put which of those tattoos on their face for the day.
- 65 Give the rep 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 rep's favorite wrestler and walk around like that for an hour.
- 67 Rep gets to pass off one project to another team member.
- 68 Rep gets to take on a new project they were hoping to be assigned.
- 69 Rep gets a 1:1 mentoring session with the CEO.
- 70 Rep gets to choose a few other team members to play poker with (chips only, to keep costs down!) on a Friday afternoon.
- 71 Rep chooses favorite TV show, and you rent that on DVD and let the rep watch one episode at work for every point they were ahead in the contest.
- 72 Rep gets their favorite ice cream to eat at work.
- 73 Rep 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 rep one joke.
- 75 Hang a hammock somewhere in or near the office and let the rep hang out for an hour.
- 76 Let the rep 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 rep bring in their gifts for the team to wrap.
- 78 Let the rep bring their pet to work for a day.
- 79 Name rooms around the office after recognized reps. These are really fun when you add nicknames, too. "Jim 'The Hulk'

Smith" etc.

- 80 Put a fun VIP sign in front of the rep's parking spot.
- 81 Purchase songs for the rep – get gift cards to Spotify, iTunes or whatever else 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 recognized rep.
- 83 Give the rep their 15 minutes! Have your PR team watch for opportunities where it'd be suitable for the rep to be quoted in a big article.
- 84 Does your team travel to conferences a lot? Tell the rep they can take 2-3 hours to actually see the next cool city they go to.
- 85 Send flowers to the rep'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 recognized reps.
- 87 Give the rep 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 rep 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 rep – add some fun

language in there, like "The Time We Try (Again) to Beat Johnny W."

- 90 Let the rep 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 rep is never allowed to open his or her own door at work.
- 92 What's your rep's favorite type of food? Set up a potluck with that theme.
- 93 Find a cheesy piñata, and fill it with whatever your rep chooses; then have the whole team knock it down.
- 94 Find fun office supplies that meet the personality of your rep. (Ex: Drumstick pencils)
- 95 Get a backboard for the back of their trash can. (Example)
- 96 Rep gets to order any t-shirt for his or her manager to wear for a day.
- 97 Around Halloween, rep gets to choose what his or her manager 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 rep adjust them so that they spell the message of his or her choice for one month.
- 100 Get the rep a basket full of gag gifts that he or she can use for some fun around the office.
- 101 Get the rep 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 rep leave work an hour early each day for a week.



# Thanks for reading!

Check out [LevelEleven.com/blog](https://LevelEleven.com/blog) for more on sales incentives.

## About the Authors

LevelEleven helps companies increase the capacity of their sales teams by creating real-time visibility into day-to-day performance, predicting when performance is out of line and telling salespeople and sales leaders what to do about it. Founded in October 2012, LevelEleven has secured 200+ customers including Comcast, Dun & Bradstreet, ReadyTalk and Ford.