



## Staying Positive: 4 Ways Sales Managers Can Energize Their Teams for the Win

Good salespeople are motivated by an internal drive to be the best – and they love to win recognition, especially from their peers. Sales managers who run well-designed sales award programs can energize salespeople, yielding dramatic results for the team and the business.

Sales leaders: Here are four tips from the motivation experts at Terryberry Company for developing an awards program that gets results in these critical times.

**1. Acknowledge different achievement levels differently.** Success begets success, and acknowledging smaller wins will help give your salespeople the confidence and momentum to propel them toward bigger

wins. Consider an award strategy that incorporates different awards for good, better, and best achievements. Terryberry offers tiered award platforms for various levels of achievement ([www.terryberry.com](http://www.terryberry.com)).

**2. Score big points.** A points-based incentive program provides ongoing motivation. Participants maintain momentum as they keep track of their progress and ranking among their peers. Try a demo of Terryberry's AwardPoints program: [www.terryberry.com/awardpoints](http://www.terryberry.com/awardpoints).

**3. Share successes within your group.** Build teamwork and improve overall performance by encouraging salespeople to celebrate each other's successes. Terryberry's Give-a-WOW module for peer

recognition provides a closed network in which colleagues can offer instant, positive feedback ([www.giveawow.com](http://www.giveawow.com)).

**4. Develop an exclusive club.** The distinction of earning top recognition is a powerful motivator. Develop an exclusive club for top performers. Reward club members with an award that is visible to all in the organization and can only be earned by attaining a defined level of success. One option to consider is a customized award ring, an iconic symbol of ultimate achievement ([www.terryberry.com/salesawards](http://www.terryberry.com/salesawards)).

To find out more about sales award programs from Terryberry Company, visit [www.terryberry.com/salesawards](http://www.terryberry.com/salesawards) or call 1-800-253-0882.