

Sales - Incentives

WHY	<p>“You can’t always be the most talented in the room – but you can be the most competitive”. Even the best drinks and dishes in the world would not sell if no one were there to sell them to the customers. Having incentives and running competitions for team members to sell is what makes the difference between a good business and a tremendous one.</p> <p>This short course will you allow you to set up the best and most effective incentives programs to boost your team members’ will to sell , and consequently your bottom line results.</p>
WHO	<p>Audience:</p> <ul style="list-style-type: none"> - Hospitality professionals of all levels - Anyone curious about sales <p>Facilitator:</p> <ul style="list-style-type: none"> - Self-learning - Managers of all levels
WHAT	<p>Content includes:</p> <ul style="list-style-type: none"> - Setting up the competition - Reward and recognition <p>Content length:</p> <ul style="list-style-type: none"> - Approximately 30 minutes
HOW	<p>1st Read content and select what you believe to be useful for you/your team</p> <p>2nd Decide what element you/your team will apply and make a plan</p> <p>3rd Set a deadline for application to be reviewed</p> <p>4th Review results, amend methods according to specific needs and apply again until satisfied</p>
PLUS	<p>Internal resources:</p> <ul style="list-style-type: none"> - Although each course can be taken independently, the course on Motivation and the course on Sales Techniques will be useful in applying the above mentioned.

Setting up the competition

- Traditional sales competitions

Let's do the math: an average seller will probably manage to convert 10% of their recommendations to guests into sales. Competitions might not increase this average, but definitely multiple the numbers of attempts made, therefore the total sales.

What	When	Who	How	Pro / Con
Most of 1 item sold (Add-on-sale technique)	One shift to One week	Waiters	- Give info at briefing - Make sure there are plenty of that item - Once started, never stop competition - Choose a high value or high GP item	Pro = will boost sale of that item, and increase the Average per Transaction Con = might become pretty obvious to guests this particular item is 'pushed', making less attractive
Most of a combo sold (Add-on-sale technique)	One shift	Waiters	- Give info at briefing - Make sure there are plenty of all items - Once started, never stop competition - Choose items that complement one another	Pro = will allow stock turnover, boost sales, increase Average Per Transaction Con = harder to put in place and measure
Most money taken (Add-on and up-sell techniques)	One shift to One week	Waiters	- Give info at briefing - Once started, never stop competition	Pro = gives participants flexibility on what to sell + easy to measure Con = often makes participants greedy and feels pushy at receiver hand
Most guests served (Service mapping)	One shift	Waiters	- Give info at briefing - Once started, never stop competition	Pro = easy to measure Con = paradoxically decreases Average per Transaction

Make sure all your team members are equal chances to win. For example, if competition takes place during one single shift, think about pro rata per hour for those starting later or finishing early. If competition runs during a whole week, think about pro rata per day so the part timers can still win. An average per day gives everyone a chance.

- Team competitions

Ideally your competition should be structured in a way that encourages team building and collaboration, not an all-for-one attitude. The goal should be to engage your entire team, not just the people who always hit their numbers. This way, you foster collaboration *and* competition without turning employees against each other.

Rewards and recognition

- Prizes

Counter-intuitively, prizes shouldn't be money. Once rewarding competition winners with money is ruled out, ask your team what prizes do they want. This way the engagement will be at a maximum. Give them ideas such as:

- Vouchers
- Discounts
- Dead stock (chocolate, wine, utensils...)
- Meal for 2
- Weekend off
- Extra day off
- Priority to choose holiday
- Have multiple options

Rewards — especially those meant to incentivise your employees — should be customised to the individual. No person will be satisfied with exactly the same reward, so it's essential to provide plenty of rewards options for your employees. And let them choose. Once you have a winner, let them choose between the different prizes.

- Remember to Follow Up

It's essential that your employee incentives program be closely linked to your rewards and recognition program. After you have created great incentives for employees, make sure you recognize them for a job well done and reward any outstanding behaviour you saw while they were pursuing their goals. Recognition is the most impactful type of motivation for employees because it's emotionally fulfilling. Emotional fulfilment is at the top of Maslow's Hierarchy of Needs, and when an employee feels emotionally satisfied on the job, they are likely to stay at your company longer, do better work, and be more productive. Keep all of this in mind when creating effective incentives for employees.