

# INCENTIVE TRAVEL DRIVES SALES AND REWARDS THE RIGHT SALES BEHAVIORS



*“We evaluate the number of qualifiers we have against the sales growth and overall income performance that we achieved in the same period so we can see if the data aligns — and it does. [Our incentive travel programs] also specifically drive the behaviors that we’re seeking to achieve.*

*We wouldn’t offer these programs for the length of time we have if we didn’t really believe that they drive business results. I’m a firm believer that they do.”*

Jim Spradlin, Former Chief Executive Officer, GROWMARK

## **NOW.** **LEADERS CAN CLEARLY CONNECT THE USE OF INCENTIVE TRAVEL REWARDS TO SALES GROWTH.**

Incentive travel encourages specific sales behaviors. Leaders can use incentive travel to motivate and reward employees who:

- Hit set targets for a specific product mix
- Cultivate meaningful relationships
- Follow specific sales practices and tactics

## **NEXT >>>** **LEADERS ARE EXPLORING HOW TO EXPAND THE USE OF INCENTIVE TRAVEL REWARDS BEYOND SALES TEAMS.**

While opinions vary about the best metrics and strategies to use when expanding its use, leaders who include departments like operations or supply chain in their incentive travel programs have seen clear employee retention and engagement benefits.

## **ACT**

Explore what specific goals you would like your teams — both sales and other functions — to achieve.

Get creative with goal-setting and consider things like product mix, potential behavior changes, and other unique quantitative and qualitative targets that incentive travel can uniquely reward.

