

# Real Rewards for Higher Revenues

## Motivating Your Salespeople

Keeping their sales force motivated is an ongoing challenge for sales leaders. If salespeople are not fully committed to the processes and systems sales leadership has put in place, it is very difficult for a sales organization to meet and exceed its goals.

- Motivation is the **#1** factor that determines quota achievement<sup>1</sup>

## Rewards Are Better than Awards

With all of the recent excitement around gamification, many sales organizations have started motivating their sales teams through the use of leaderboards, virtual badges, virtual trophies, etc. While these tools can be fun and create friendly competition, what salespeople really want are tangible rewards directly tied to compensation.

- Salespeople at companies that provide above average compensation are **3x** more likely to have high morale<sup>2</sup>

## Reward with Better Leads

A more effective way to reward salespeople who demonstrate desired behaviors or results is to provide them with a higher proportion of high-quality leads through specific lead distribution rules. The value of high-quality leads translates to greater revenue potential for each salesperson, providing true motivation tied to performance.

- **80%** of companies using performance-based lead routing report growing revenues<sup>3</sup>

## Everyone Can Win

While top performers find gamification and rewards very motivating, those who aren't regularly awarded or rewarded can actually find the process discouraging. However, if implemented intelligently, a reward system doesn't have to result in winners and losers. Salespeople have different strengths and weaknesses; understanding what those are and rewarding salespeople based on their individual strengths through skill-based lead routing can benefit the entire team.

- Salespeople receiving more leads based on their identified skills can increase their conversion rate by **111%**<sup>4</sup>
- Even salespeople without identified skills can increase their conversion rate by **14%** when skill-based lead routing is employed<sup>4</sup>
- Sales organizations can increase conversion rates by **53%** with skills-based distribution<sup>4</sup>

<sup>1</sup>What Makes Your Best Inside Salespeople Successful, Velocify

<sup>2</sup>The Sales Compensation Conundrum, Velocify

<sup>3</sup>Inside Sales Process Report, Velocify

<sup>4</sup>Creating Powerful Sales Chemistry, Velocify

<sup>5</sup>The Ultimate Contact Strategy, Velocify

<sup>6</sup>Best Lead Distribution Methods, Velocify

## Encourage Response Speed

Speed-to-call continues to be the primary driver of conversion rates.<sup>5</sup> To encourage faster response times, sales leaders can institute distribution methods by which high-quality and time-sensitive leads are assigned to sales reps most willing and able to respond immediately.

- When salespeople compete for time-sensitive leads, **5x** more leads are called in less than five minutes<sup>6</sup>

To further promote response speed, salespeople can be rewarded with bonus leads when other salespeople neglect previously assigned leads for an extended period of time.

- Top companies are **3x** more likely to redistribute leads that are left unattended for 15 minutes<sup>3</sup>

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