

99

**SALES TEAM
INCENTIVES**

Games to Motivate and Inspire

PRESENTED BY



THE SALES NERDS

SUNDANCE BRENNAN

*Ryan Church
A Sales Nerds Book*

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RYAN CHURCH

A Sales Nerds Book



How Strong is your SalesFu?



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"I wake up every day deciding that today is the most important day in the history of my industry for someone to commit to moving forward with me. Sometimes that's a tough sell, even for me. In those cases I need a little external motivation and we all know that sales cultures are all about competition and motivation. Here are 99 great ways for sales leaders to get their teams chomping at the bits and moving forward at breakneck speed. Try them all, try a few but get your teams motivated to take action. Your workplace will be more enjoyable, your team will be happier and you will all make more money. "

- Sundance Brennan

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INTRODUCTION.....

In a crazy world of quotas, deadlines, pipelines and paperwork it's easy for a sales leader to get distracted by the small but urgent fires that constantly come up. It's easy to put your head down and look at a computer screen for 8-12 hours a day to just respond to the email that never, ever, ever stops.

I have had those days. Those days that go by in a flash and you have no idea what your team's activities actually consisted of. What was their focus? What interactions did they have and what help do they need?

A successful team is one that has leadership spread throughout the ranks and depends on one another in good times and in bad. That type of comradery, respect, joviality, familiarity, self-confidence and critical mass for self-sustained success is only achieved over time by creating and encouraging the right environments. Those environments are often spurred along by games, contests and incentives.

These 99 incentives can be used in pinch and a lot of these can be rolled out with very little preparation to put a little spark into the day, but I'd encourage you to think about these and plan out your incentives and games well ahead of time based on need. I've been accused of being a little too "gimmicky" over the years and leaning on these techniques too much but, the only people that ever said that were other managers or salespeople not on my team.

My team was too busy giving high fives, learning to work together and, headed out to dinner after hitting goals to listen to the haters which, is exactly what you want. These fun activities will build a fence around your team and encourage the team dynamics that lead to long term success.

I'd encourage you to try various forms of these incentives to see what works best for your team. Group buy-in is the scenario where your salespeople care not just for their own goals and success, but also care about the team goals, reputation, pride and overall success.

You can absolutely create your surroundings to produce the desired scenario for team bonding and growing. Take responsibility for motivating, cheerleading, painting the target and for getting your team to where they want to be. The hard work is all worth it if you throw in a little fun now and then. Pick you head up, put it on a swivel and look around you. Your people need you to plan out and coordinate a workplace that will keep them engaged and moving towards their goals.

Manufacture Opportunity. Realize it. Share it. Execute.

A. Games

I don't know about you, but I'm about as competitive as they come. Let's be honest, if you're in sales you probably are too, that's where games come in. This is an easy and cheap way to get your salesman excited about the next deal.

1. SALES POKER - Mini Goal Game. For each Mini Goal, your agent receives a Card from the Deck. The game continues until everyone has 5 cards and you can offer agents the chance to draw and discard cards if they hit more than 5 Mini Goals. The best 5 card hand at the end of the specified period of time wins a nominal prize.
2. SALES BINGO - Like Sales Poker the game is spurred by Mini Goals. Create a BINGO grid in EXCEL or just draw one up and make copies. The Grid should be 5 X 5 and each grid should have a manageable Mini Goal inside of it. The first person to get "BINGO" will have accomplished many of the Mini-Goals you set.
3. LET'S MAKE A DEAL - Have several envelopes prepared with miscellaneous prizes inside written on index cards. Prizes can range from the obscure or gag type gifts to something to really get the team motivated. I've seen bottles of Old Spice, Televisions, Beer, Coffee, Books and Whoopie Cushions all given away like this. Items can also include "Get out of Work 15 Minutes Early" cards or something similar. You can make up the rules about whether or not agents get to trade in their cards if another Mini Goal is reached or not.
4. FANTASY SALES - Like any Fantasy League there is a Draft and players get points for taking the right actions.

The only trick here is that your Sales Agent must be on his/her own Fantasy Team. Prizes, Trophies and Recognition work as a reward for the best team.

5. **GAME TIME** - Invest in a Wii, PlayStation, Xbox or some other game system and allow 15 minutes of game time during the day or even at lunch for good performance. This could also be done with an old school arcade game system like Mrs. Pac-man or a foosball table.
6. **FISHING FOR FUN** - Remember this game from the State Fair? Get a partition of some sort and make do Fishing Pole with a large magnet as the lure, drop the lure over the wall and have several prizes there with magnets in them, the winner fishes for the prize to get magnetized. As an alternative remove the partition and use a blow-up pool to place envelopes that describe prizes inside. The contestant can't see inside the envelopes and each envelope has a magnet in it.
7. **SALES PRIZE DARTS** - Once a Mini Goal is reached each agent can earn a certain number of darts to through at a board with prized on it.
8. **WHEEL OF PRIZES** - Like the Wheel of Fortune you can buy these Dry Erase Spinning boards and write in your own prizes.
9. **TEE'D UP** - Sales Agents often want the finer things in life and Golf is associated with the affluent. Offer your staff the ability to work with a Golf Pro to improve their game. For those that are already better golfers than the boss, just buy the tee time.
10. **PUTT PUTT** - Putting sets are common in offices these days. Might as well put them to good use. For every Mini

Goal achieved the Sales Agent gets a chance to shoot for a hole in one. The prize is then either automatic or a hole in one enters you into the drawing for a bigger prize.

11. DEAL OR NO DEAL - Played with envelopes taped to the wall and numbered. At the beginning of the game the team chooses 1 envelope to be their own. To move to the next round a team must complete certain actions or hit a goal. The team usually makes the decisions together and the envelopes all have various prizes, after each round more envelopes are removed from the wall and the manager makes an offer to "Buy" the envelope away from the players. The game goes on until the team ends up with just one envelope. The team is given the chance to swap out the last envelope on the wall for their own if they want. IF they don't accept an offer to "Buy" the envelope the team gets the prize in the envelope they own at the end of the game.
12. SURVIVOR - Just like the TV show this is a team game, you can mix up the teams in various ways to start it off, but every week a task must be completed and the losing teams must vote someone off of their team. Some weeks have per agent contests so a small team could be advantageous but some weeks will be about brute force numbers so the larger team is better off. The final sales agent standing is the winner in this winner takes all event. Optional: former teammates vote to determine the winner from the last two agents in the game.
13. POINTS SYSTEM - Outsource the incentives and give your Sales Agents lots of flexibility to turn their good work into rewards. www.motivaction.com or www.loyaltyworks.com are two good examples.
14. LEARN THE ROPES - Offer a team incentive to hit goal and earn a "Ropes Course" team building event. These

courses are available for day trips in most areas and it builds team identity and great work relationships.

15. **SCAVENGER HUNT** - This is a contest like Televisions "AMAZING RACE" you can include vendors or customers if appropriate. Tasks can be completed in a day, week or month. The tasks may include Mini-Goals that are work related, reaching a quota or getting a particular product sold are good options.
16. **PAINTBALL** - Team building with the potential for employees to take out a little healthy aggression by shooting the boss or their favorite co-worker in the rear end, legally.
17. **STACK RANKING** - Make a leaderboard for the month. Color code the names on the board so that the Top Performers are clearly marked. I like to also mark the leaders in other categories with larger fonts or an *asterisk.

B. FOOD and BOOZE

Get out the credit card, we're going out! Monthly "slugging" dinners are an essential part of my leadership, but something as simple as a candy bar from the vending machine works just fine as well. The advantage to taking a small group to dinner is this builds comradery between colleges that can't be manufactured on the sales floor!

1. **FREE LUNCH** - Nothing motivates a Sales Person like a free lunch
2. **SALES DINNER** - The Sales Dinner is at somewhere nice with a wine menu and 3-course meals. Make this somewhere that the Agent wouldn't normally go. Steak Dinners can go a long way towards motivating an Agent. They also get to socialize with other top performers.
3. **WINE AND CHEESE** - Break into Sales Mini Teams with goals and have the losers serve the winners Wine and Cheese before an afternoon meeting.
4. **OCTOBER FEST** - Every October we run a monthly contest where all participants have a chance to win once they reach a certain goal. The winners get to go to a dinner paired with great beer.
5. **BOBBING FOR BONUS'** - Once a Mini Goal is reached the Sales Agent has to BOB for APPLES and attached to each apple is a Number with a prize. Safety pins seem to work. I haven't had anyone poke themselves to death yet, but use at your own risk!
6. **MEALS WITH THE BEST** - Give away some time with a Top Performer. We all have "Salebrities" in our business.

Promise to buy a meal and let a new Sales Agent share some time with a Top Performer to pick their brain and get some best practices.

7. **LUNCH LEVELS** - Your next employee lunch could look a lot different using this incentive. Let your Sales Agents determine their own Menu. Top Performers get Surf and Turf, maybe a 4oz Flat Steak with 2-3 Shrimp and Middle Performers get BBQ chicken and Everyone else gets Hot Dogs. Make your own variations.
8. **DATE NIGHT** - Sales jobs typically take up a lot of time, often leaving family and loved ones wishing for more life/work balance. Reward your top performers (who often work the most) with a little forced time with the most important people in their life. Arrange for a date night even including a sitter for the kids if necessary.
9. **WINE OF THE MONTH** - A wine of the month club can be a good investment. Have an ongoing award or buy an annual subscription for a prize.
10. **MURDER MYSTERY** - Buy a couple of tickets to the local Murder Mystery Dinner, this is something most people want to do, but never get around to doing. The prices are competitive and the shows usually include dinner and wine.
11. **MAN FLOWERS** - A Six Pack and a copy of "Boiler Room", "Wall Street", "Glengarry, Glen Ross" or "The Wolf of Wall Street" goes to this winner.
12. **ICE CREAM SOCIAL** - Many offices are hot during the summer and who wouldn't want a little sweet treat? The winning team gets an Ice Cream Social while on the clock.

13. **PERSONAL CHEF** - Offer up the services of a personal chef for a random lunch day during the week. Make sure the Chef is prominent and allow him to hand out cards and/or flyers. He might cut you a deal!
14. **CANDY CRUSH** - Everyone loves getting something free from the vending machine. Aren't you super exciting if something extra falls out of the machine? Take anyone who hits a Mini Goal on a quick trip to the vending machine and let them pick one guilty pleasure.
15. **FRIDGE POWER** - Give the winner of a contest their own shelf in the fridge. It's the little things that count.
16. **100 GRAND** - Give the winner of this contest a basket of candy bars that include the ever popular 100 Grand bar made by Nestle
17. **TRICK OR TREAT** - Create a grab bag full of candy and the occasional additional prize, possibly even cash wrapped up in foil for winners of Mini-Goals throughout the day.
18. **COFFEE IS FOR CLOSERS** - Offer premium coffee to either be brought in or bring in a French Press with some premium coffee for the winner to enjoy. The aroma should waft through the sales floor and remind others of what success smells like.

C. King of the Throne

When you were a kid, did you put your sports trophies on the walls of your room? Trophies are the cornerstone of recognition, and will also create jealousy among the office. This is also useful for the newbies of the sales group to know who to ask if you're not available.

1. SALES BOOK - Giveaway a sales book as a prize. Either Effort Driven or Lottery Style.
2. SPEAKERS - Bring speakers into the office and hook them up to the winner's computer. Everyone will have to listen to the winning Sales Agent's music for a day or week.
3. VOICEMAIL MAKEOVER - Offer the winner of a contest the option to use you or someone else as their Voicemail Greeting.
4. RISING STAR AWARD - Name an actual Star after your Rising Star. These services are inexpensive and novel enough to make an impact. www.starregistry.com is a good place to start.
5. TOP SLUGGER - Buy a Jr. Slugger baseball bat, it's small enough to sit on someone's desk. Use a soldering iron to engrave the top slugger's name into the bat. The Top Slugger's Bat will rotate desks through the month. Award the actual bat at the end of the year to the annual winner. He keeps the bat and you buy a new bat for the new year.
6. WINNER'S THRONE - Most offices have uniform desk chairs that are functional but not exceptional. Invest in a

good quality chair and the winner gets to use the "Winner's Throne" for a time.

7. **THE HEAVYWEIGHT** - Pass around a Full Sized Heavy Weight champion style belt to a weekly or monthly winner. They can hang it over their door, chair or wall.
8. **THE MONSTER** - Use a figurine, I've used a Big Foot lawn ornament, a My Pet Monster stuffed animal and a Monster Energy Drink Hat to designate the MONSTER sales success of the week or the day. It should be noticeable and it should be awarded with great grandeur and reverence.
9. **BULL BY THE HORNS** - Bring in a set of Bull Horns, real or fake doesn't much matter, I've even used an Old Vikings hat with horns on it. Give this award to the Sales Agent that "Takes the BULL by the Horns" and creates their own success.
10. **DESK SWAP** - Many Sales Agents work in a sea of cubicles, offer to allow a Top Performer to swap seats or designate an open office for the top performer. You can earn the use of the office.
11. **EXECUTIVE OFFICE** - Ok, this one was inspired by an old Seinfeld episode. IF you have a building with an executive level or private restroom, offer access to this amenity for the winner of a contest.
12. **STANDING OVATION** - The winner of this contest gets a standing ovation whenever he enters a meeting. Optional: Make everyone remain standing on the sales floor until this top performer comes and takes a seat.

13. **GOLDEN SNEAKERS** - Catch 'em if you can. The pace setter of the office deserves the Golden Sneakers to be placed on their desk until a new leader takes over.
14. **CHANNEL FLIP** - The winner of a contest gets to choose the TV channel in the office for a day or week.
15. **CARDBOARD CUTOUT** - Movie theater style cardboard cutouts can be bought online. We use one to designate a top daily performer and anyone that reaches a particular achievement gets to sign the cutout with a sharpie pen. The cut out lives near the desk of the last recipient.
16. **BIRTHDAY SALES** - When a NEW sales person is born and hits some significant quota for the first time bring in a cake with candles and sing to the person. Traditions and incentives go hand in hand.
17. **FATHEAD** - www.fathead.com will take any photo you want and make it into a larger than life wall sticker. As an example, you can take photos of top producers in various states of running, then post these photos along a long wall or hall as a progression. Catch them if you can!
18. **RECOGNITION** - As a reward list this person in a Monthly Newsletter or announcement. Optional Trophy at the Quarterly Meeting.

D. Make it Rain

We are all in sales to get paid, but the added incentive of free tickets, money, or the finer things in life is an easy motivation booster.

1. **LOTTO TICKETS** - Hand out Lotto Tickets if they are available in your area for work well done or for Mini Goal achievement.
2. **SPORTS TICKETS** - I've been to more professional sports games via sales contests in the last 10 years than most people get to go to in a lifetime. Pro Sports aren't really all that different from AAA or Semi-Pro sports and those tickets are often very affordable. Invest in some tickets or call the sales rep and ask him to call you when he has group discounts. Pro and Semi-Pro teams all heavily discount their unpopular games to fill the seats. Use these in combination with a SALES CONTEST. I also like www.stubhub.com for tickets.
3. **FREE ACCOUNTS** - When a Sales Person leaves the company, offer up their accounts to the highest performer during a contest.
4. **GIFT CARDS** - Work life balance is always difficult in a sales position. Offer a Gift Card to somewhere that the Agent can take his/her significant other.
5. **DONATE TO CHARITY** - The winner of a contest can dictate which charity the company invests in this month or quarter.
6. **CASH IS KING** - Offer up a crisp \$100 bill for a particular achievement.

7. CIGAR CZAR - Offer a Top Performer your cigar of the month. Go to www.cigarmonthclub.com you can award a single month or an annual subscription. If you are near a cigar bar you can offer to take a few winners to the actual cigar bar with a boss.
8. SELLULAR TELLULAR - The winner of this contest gets their personal cell phone bill paid for a month or year.
9. WATCHES - I'm not really a watch guy, but really these are status symbols and the ROLEX name is a sign of success. These aren't always as expensive as you think. Gently used models can easily be found online, be wary of the fake, though!
10. MONTBLANC - Just like a fancy watch, the pen is more powerful than the sword when establishing credibility and success. This is a pen that most sales agents wouldn't buy for themselves, and that's important.
11. AIR TIME - If your company collects Frequent Flyer Miles or some other rewards points, see if they can be transferred to an employee or give the employee access to cash in some of those points
12. DREAM COME TRUE - Buy a sports fantasy camp weekend and make a grown man cry. No matter who you are, there was a time in your life when you wanted to be in the bright lights.

E. Well That's Embarrassing

Time to put your money where your mouth is, essentially bet against your team. But, when they exceed your goal, be ready to pay up. Some of these useful sales contests are not necessarily just embarrassing for you, but regardless they are fun for everyone!

1. **BOSS HUMILIATION** - If a certain goal is reached, the Boss has to shave his/her head or wear some crazy outfit.
2. **DUNK TANK** - Similar to Boss Humiliation you can bring in a Dunk Tank into your next quarterly meeting and throughout the quarter you can award "Balls" for high production. When the time comes, those top performers can cash in their hard work for chances to Dunk the boss.
3. **SING ME A SONG** - Matchup 2 Teams and the losing team has to serenade the winner with a song sure to inspire laughter. Either the entire team has to sing, or perhaps just the leaders of the team.
4. **THE TUNNEL OF LOVE** - This prize involves the top performer running through the tunnel of arms raised by fellow employees. At the end of the tunnel are managers and trainers waiting to give high 5's and congratulations.
5. **WORD OF THE DAY** - If your sales floor involves phone calls have a word of the day like "Snuffleupagus" and the first person to incorporate the Word of the Day gets a small prize like \$20.
6. **15 MINUTES OF FAME** - Does your PR office sponsor local sports or charity? Do you need a representative for any dinner functions? Give those dinner spots away to the

winners of your contest. Prep them on how to answer questions about the company and they will be ambassadors from now on!

7. **STEP INTO THE DOJO** - This contest involves setting up sales agents in direct competition with each other. We like to give each agent a scenario and the sales agent must respond accordingly and then pivot into asking for the business. Both agents are given the same scenario and then the best response and pivot is voted into the next round by a panel of judges. This is perfect for SalesFu training!
8. **HIGH 5** - Every time you talk to this winner the conversation must start with a High 5! Good for a day, the routine falls off after more than that.
9. **EXTRA EXTRA!** - Buy some small ad space in the local paper, post some awards in the paper. People don't read the paper like they used to, but people will buy the edition that has their name in it!
10. **THE TURD AWARD** – I once had a boss find the deadest, grossest potted plant in the corner of the yard of his new home. He brought this sad excuse of filled pottery into the office and awarded it the Sales Leader with the poorest pull through for the week. Every Monday at 8am he would pass along this dubious travelling award to the worst performing term. The sales leader would of course explain the meaning of this award and encourage his team to rise above their closest competitor.

F. That's How I Roll

Looking professional is a huge aspect of sales, but whether you see your clients face to face or solely over the phone, looking the part is a great motivation booster.

1. **CAR DETAIL** - Sales People love a clean car. Get it cleaned inside and/or out for the victor of your next contest.
2. **RENTAL CAR** - A luxury car is actually relatively inexpensive to rent. Lease one and let the top performers drive it for a month or a week. Make sure your insurance will cover! Tip- Use your American Express.
3. **BLACK CAR SERVICE** - The winner of this contest gets the use of a Black Car service to go to and from work for a week.
4. **CLOSE UP PARKING** - Parking spots are at a premium and most buildings save the best for executives. Offer to swap parking for a week or month for top performers. For an added incentive have a full-time spot available and a sign created that designates that spot for "TOP SALES PERFORMER".
5. **MASQUERADE BALL** - Arrange for this classic costume party to be an exclusive event, meet at a Hotel Bar or secret location. Arrange for Cabs for all and the event must be invite only. Top Performers may be able to bring a guest but the night should be all inclusive.
6. **SCOOTER POWER** - Most large sales offices require sales agents to cover a lot of ground getting from one department to another. Offer the winner of a contest the use of a Razor

Scooter to get around. Make sure this is the only scooter allowed in the building to keep it exclusive and make sure your insurance is up to date. I've seen waivers signed for these!

7. **PROFESSIONAL PICS** - Sales Agents often have large egos, it comes with the territory. Offer to update their pictures and let them use the professional photo for LinkedIn, their business cards or other professional use.
8. **CASUAL WEAR** - If a Team hits a goal offer to let the Team wear casual attire for a day or week. You can also offer this on an individual level. We also offer "Jersey Days" where casual attire is only allowed if you are wearing a Jersey to celebrate your team.
9. **PERSONALIZED WEAR** - If a Team hits a goal you can buy Jerseys with their Team Logo or names, for a smaller budget visit www.customink.com and buy T-Shirts or Polo Shirts. Team camaraderie is built by winning and when that team wants to remember what it felt like to win they can call for "Team Shirt" days in the future.
10. **SMOKING JACKET** - Like the green jackets worn by Master's Champions this award is worn by the winner and it gains them access to an elite club. This contest should be run annually and past winners can wear their green jackets as alumni.

G. I Need Some Time

Time away from the office can be poisonous, but if it's used properly, your employees will come back refreshed and ready to grind after some good rest. Scheduling things like haircuts, massages, or even a maid service will free up time for more relaxation or at least some peace of mind.

1. **TIME OFF** - In a commissioned job like Sales it's often tough to get time off, but as the Leader, you can surely cover an agent's shift for half a day. Offer a half day off now and then for a good job. It will keep you sharp and your people will appreciate you all the more.
2. **MIDDAY HOOKY** - Most offices have a conference room with an overhead projector hooked up to a computer able to play DVDs. Offer an incentive to spend 2 hours watching a movie that management brings in. Make bags of popcorn or send someone to the actual movie theater to pick real movie theater popcorn. Hand out Twizzlers and Mike and Ikes.
3. **FLEX TIME/ REMOTE** - Top Performers often value their time, offer them the chance to work remotely or to arrange their own schedule from time to time.
4. **PERSONAL ASSISTANT** - If your office has a personal assistant usually assigned to top level executives offer their service for one day to the sales agent top performer. The personal assistant can pick up dry cleaning, do online shopping or do personal research that's been put off for lack of time.
5. **FREE DRY CLEANING** - Use the company Dry Cleaning service or arrange for it to be picked up.

6. MAID TO ORDER - Offer a local Main Service for a month as a prize. This frees up personal time and eases some stress!
7. TIME SHARE USE - Offer the use of a Time Share or Vacation Home as a prize. This also makes the property tax deductible!
8. SHAVE & A HAIRCUT - A good barber is hard to find, but local barbershops are making a comeback. Find a spot that offers a shave and a haircut, often with sports TV's on in the background and cool refreshments available.
9. PUMP YOU UP - If your building has a GYM hire a Professional Trainer for a week for the winner of a contest or for the team if they hit a goal. Sales positions have a high-stress factor for many and a healthy body can make for a healthy mind. We want our people to be ready to go in all aspects.
10. MASSAGE THE #s - Most medical coverage will now allow for Chiropractor visits to be covered and Chiropractor offices are eager for new clients. Call a few offices and see if any would be willing to come into the office to offer 10-minute chair massages for your office to raise awareness. They usually only come for an hour max and you can reward 5-6 Sales agents with this nice break in the day.
11. MAKEOVER - If your office is a professional location you can reward a sales agent with a makeover or article of clothing that will set the example of what other should look like as well. A professional barber, tailor or stylist is actually relatively easy to arrange.

ODDS AND ENDS –

Worst to First is my personal favorite, this is not about singling someone out, this is a chance for them to take matters into their own hands. Once they've become the teacher, they've become the master.

WORST TO FIRST - Take you worst converter or the last Sales Agent in a particular category and give that Sales Agent the task of putting together a training for the rest of the team on the subject. That Sales Agent will rise to the task and in order to teach a subject the person must

Depending on where you live this will range from about 150- 250 dollars a person, but what's better than saying your job paid your way to jump out of a damn plane? You do this once, and your employees will be chomping at the bit for the next deal in anticipation for the next contest.

A LEAP OF FAITH - Take a chance on life, get outside your comfort zone. The winner of a contest has put themselves outside of their comfort zone and they deserve an amazing experience. Offer them the thrill of a lifetime, let them jump out of a perfectly good plane.

There are 98 other incentives and fun things to do in this book, but sometimes simple is better. Sometimes you just need to say thank-you.

RAK Points – Random Acts of Kindness. As you are up and about just know that people need help and people need recognition. If you notice someone needs help, help them out. Help them move desks or carry a coffee. If someone did something well, let them know with verbal praise and a smile. Find 10 things to help with or compliment on daily.

**You need to be a Sales Ninja in today's world to not
only compete, but to dominate.**



BONUS CHAPTER

10 Commandments of SalesFu –

How to be a #SalesNinja

Do you have all the information and knowledge about your product but still can't close the deal? Do you have a fear of selling because you aren't sure what to do? Are you scared that you might be "That Guy" or "That Girl" that's always trying to sell and is annoying as heck? Are you constantly being told "No", or worse yet, "Maybe"? If you or anyone you know sees a constant up and down cycle to their commission checks, it's because they have lacked a core set of principles to guide their actions.

You **MUST** learn the 10 Commandments of SalesFu.

I'll go into detail on each. Here they are-

The Sales Ninja

10 Commandments of SalesFu

1. **Be Agreeable**
2. **Power of 1 (More, Step, Goal)**
3. **P.O.P – Power of Please**
4. **Don't Bite the Hand**
5. **Be Honest**
6. **Over Communicate**
7. **No Excuses**
8. **Put it in Writing**
9. **Treat Others the
Way THEY Want to be Treated**
10. **Ask for the Business**

#1 Always Agree.

Just do it. Record your conversations and see how often you disagree with a customer. SalesFu is all about taking that negative energy and redirecting to service a positive purpose, like closing the deal. If the customer throws you a verbal right hook, you don't take a verbal swing back and start an argument. You simply step out of the way or duck, then give a gentle nudge to the customer and use their own momentum to keep them moving in the direction they wanted. Never argue with a customer, in a worst case scenario at least agree to disagree.

#2 Power of One.

One More, One Step, One Goal. I'm a huge fan of the Number One. I want to be #1. The Number One also means Unity. It means all forces moving in the same direction. People ask how I'm doing all the time. I always tell them, "I'm doing great! I'm saving the world 1 Sale at a time." and I believe it. People who are extraordinary did very ordinary things, they just did them more

often and in a specific order under circumstances when most people would have quit. Making a phone call isn't hard or extraordinary, but making that phone call after you've already made 199 that day takes commitment. After you throw in the towel, always do one more. Define the small steps you need to take in order to achieve a large goal. Focus on the step needed, but never forget about your long term Goal.

#3 P.O.P. – Power of Please.

People a little POP in your Sales. People forget to be polite these days, I'm not sure why. Being polite has never killed a deal for me, but I've seen plenty of deals crushed because of someone being rude, or being misinterpreted as being rude. Be Self Aware. We don't talk about this a lot in Sales, but being Self Aware of how you are viewed and interpreted is crucial to success. It makes absolutely no difference if you meant to say something in jest, but it was taken as a biting comment. I once saw an Old Girlfriend after about 4 years and it was a very hot day. She was wearing an all-black outfit and probably wasn't keen on being seen trudging on a college campus with a heavy backpack in the hot Hawaiian humidity. I'm not sure why, but I told her she looked hot. I meant it, she looked like she needed a cold glass of water or a dip in the

ocean. I don't think she took it that way. On a side note though because of the power of reciprocity she struggled but eventually said a few nice things about me. I was polite and unintentionally said something nice about her and so she was nice and said some nice things back. This goes for sales too, try to anticipate how the words you are saying will be interpreted and always be polite. People want to buy from people they like.

#4 Don't Bite the Hand.

I hate it when I hear sales people complaining about customers. It's a sign of personal weakness. It's a sign that you aren't a true sales professional and a sign that you want to place blame instead of accepting responsibility. I've fired salespeople for speaking poorly of the people that pay the bills. Never ever bite the hand that feeds you. Whether or not a customer buys from you is irrelevant, that person may buy the product or service in the future and it's entirely your fault that you didn't get the deal. Getting a Win isn't that difficult. Even if a customer CAN NOT take advantage of your product or service, you are selling haircuts and you find out the customer is wearing a wig due to Cancer. Can they buy your product? After that customer leaves your store you can complain about why the hell a bald lady was in a hair salon on a

busy Saturday, but you should look inside and find an answer. Why was that customer in your store? Was she looking for a friend? Can she be a referral source? Was she looking to find partners to help support a program to make new wigs and get donated hair? Was she looking for a job? Was she just missing her hair and wanted to see the different styles? There was still a way to leave on good terms and there was an opportunity there that you missed. Success is your fault.

#5 Be Honest.

Don't over promise and under deliver. Even though that customer got on board with you if it's a bad experience it will hurt your business in the long run. Be Honest with yourself about your product and your service. You have to believe in whatever you do 100% and you can't do that unless you are authentic and honest.

#6 Over Communicate.

People love status updates in today's world. We all have short attention spans heck; I have a pizza tracker. It tells me when my pizza is in the oven, when it's being boxed and when it's on the

car for delivery. Thank you Dominoes. Did I need that info? Nope, for years I've waited patiently for the 35 minutes to pass in order to get my pizza and it's always gotten there. Update your customers, more than you think you need to, it breeds confidence and familiarity. If someone doesn't want that much communication they can delete the email or send you to voicemail. It's better to have it and not need it, then need it and not have it. Over Communication will save your deals.

#7 No Excuses.

When you do something wrong, fess up and make it right. You must take responsibility for every single facet of the experience, nothing is excluded. A 3rd party provider drops the ball and the service is interrupted or late. Is that your fault? What if the 3rd party service was selected by your customer because they had a previous business relationship? Is it still your fault? The short answer is YES. You picked the 3rd party vendor and by affiliating yourself you MUST take responsibility for their actions, get another provider if you need to. Even if the customer chose their own provider, let's say they wanted their own mechanic to install your product, or you are a mortgage broker and your

customer chose their own title agent, it is still your responsibility to make sure that the product is installed or the money is there.

#8 Put it in Writing.

My mother once told me to “Trust, but Verify.” and still holds true today. People want to trust what you say, but they get peace of mind when you put it in writing. I also can’t tell you how often something got lost in translation or a trick of the brain and what was agreed to meant something completely different to each party. I once agreed to start a project within 5 days, the customer thought I’d be done in 5 days. Put it in writing and save yourself the trouble. Have you testimonials or a great rating in some magazine? Get it in writing and send it to your customer, have it framed and put on the wall. Seeing it in black and white means something completely different than talking about it to most people.

#9 Treat Others the Way THEY Want to be Treated.

I take a lot of heat for this from some sales professionals. I’m a huge advocate of communication and being self-aware of

how that communication is interpreted. I think that the majority of Sales Skills come from proper communication skills. I'm talking about how your message is perceived. I encourage you to mirror your clients, slow down your pace or change the vocabulary you use to talk about a feature. A businessman may want to talk about the ROI of a product while the lay person might just need you to say that the product pays for itself. I want to be guided through the process and I pay extra for convenience, that doesn't mean that I don't respect the buyer who does all their own research and wants me to be hands off. I sell and communicate in a way that is comfortable for our buyer and doesn't impact the authenticity or the facts about my product or service. It just makes it more palatable.

#10 Ask for the Business.

Come on, you've gone through all the trouble already to get someone interested. Too often sales people just keep selling until the customer says something like, "So what do we do next?" until they close. They consider that a buying sign and so they will talk about the contract and then put the contract on the table eventually. That isn't selling, though. That's like asking a girl out after she says that if you ask her she will say yes. It's not the same thing.

You have to be willing to put the customer in a position to tell you No. You want to get a Yes or a No so you can move on to the next prospect and make a living for yourself. You have invested the energy to learn your craft and get the customer to agree with you and buy into who you are. Use all that sales capital that you've been building up, and Ask for the Business in a very direct and clear cut manner. *“Listen, Friend, we could probably spend a few more hours swapping stories and me telling you how great our product is, but you probably want to find out for yourself and I'd like to have a reason to come out and visit more often. Let's place an order, (seal the deal, lock in the terms, put down a credit card, sign the contract), so that you can see firsthand what I've been talking about. Are we in Business?”*

How Strong is your SalesFu?



The Sales Ninja

10 Commandments of SalesFu

1. **Be Agreeable**
2. **Power of 1 (More, Step, Goal)**
3. **P.O.P – Power of Please**
4. **Don't Bite the Hand**
5. **Be Honest**
6. **Over Communicate**
7. **No Excuses**
8. **Put it in Writing**
9. **Treat Others the
Way THEY Want to be Treated**
10. **Ask for the Business**



ACKNOWLEDGMENTS.....

I have learned more than I can convey on this page by reading books just like this one. I can't list all the books that I have read over the years, but I am definitely influenced by authors like Jeffrey Gitomer, Grant Cardone, Napoleon Hill, William Isaacs, Zig Ziglar, Jim Sullivan, Brian Tracy, Ryan Stewman, Mark Hunter, Jeb Blount, Anthony Iannarino, Mike Weinberg and Larry Winget. Read more, you won't regret it.

This is more of a booklet than a book, but at 50 pages it's borderline whether or not we should have turned this into a full hard copy release. We were tempted to write a full page on every activity but ultimately decided against it thinking that the material was fairly self-explanatory and that we wanted you to take out ideas and run with them. Add your own twists to our ideas and make the incentives special for your team. We reserve the right to

later come back and write down explicit blueprints to exercises like these, but for now we are happy with the outcome. I'd like to thank Ryan Church for joining the team, taking late night phone calls about this project among many and for charging full speed into a new adventure. I had the 99 ideas already penned out, but they were in no particular order and he really came through with the sorting and the introductions to each section.

In order to become a SalesFu Master and reach your full potential, it can't stop with you. SalesFu Masters must teach the material in order to fully understand it. Help someone else achieve more and gain more yourself. Everything is Sales.

Join the conversation at www.facebook.com/groups/SalesFu/ and tell us how this book has helped you.



ABOUT THE AUTHORS.....

Sundance Brennan is a sales professional and coach with more than 20 years of experience in consumer direct sales and the founder of www.thesalesnerds.com . You can read his blog posts, which usually consist of sales rants and book reviews, at www.salesfumaster.com, Tweet him @salesfumaster, or join the conversation at www.facebook.com/groups/SalesFu/ .



ABOUT THE AUTHORS.....

Ryan Church is the Co-author of “99 Sales Team Incentives”, Ryan Church has spent most of his life in sales, anything from sports equipment, prescription eyewear, to mortgages. Extensive knowledge of SalesFu and the art of persuasion, Ryan has found his passion in training colleagues what he has discovered about team comradery to improve business. Above all are his family, friends, and a puppy named Kaiser.

