



Unique Sales Contest



Idea # 97

A Dual Incentive Program:

First, you dedicate only $\frac{2}{3}$ of your sales-incentive budget to sales team rewards.



Have your entire sales staff write down their top three incentives that fit within the budget allotted for the contest.

(For some, a trip to Wyoming might be more important to them than a trip to the Bahamas.)



The qualifiers take their choice of one of these incentives.



By personalizing the rewards, you make the contest important to each person on an emotional level and inspire everyone's best performance.



Secondly, you allot $\frac{1}{3}$ of your incentive budget to helping a worthy cause.



Have each member of your sales team name a charity they would like to help.

The winners get to be the people making the actual presentation of the donation check to the charity.



Structuring a contest this way appeals simultaneously to the two innate desires that nearly everyone has; the desire to prosper and the desire to make a difference in the world.



Could running this type of sales contest help your sales increase dramatically?



This idea is from my book, [101 Freaking Brilliant Business Ideas](#).



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