



Document 16-10

Sales Contest Ideas

I prefer a blend of three types of contests; personal, individual and team.

Personal Contests

Personal Best Month – when a rep achieves their own personal best month

Hardest Working Month – when a rep achieves their personal best phone time, number of dials

Best Improvement – when a rep has their personal best increase in monthly sales

Individual

Gold Rush Partner – highest sales for the contest period

Boss of the Day – highest sales for the contest period gets to take the manager's job for day

Grunge Champ – highest sales for the contest period gets to wear leisure clothes to work

Largest Indy – largest individual sale over the contest period (works well around the Indianapolis 500 in late May)

Rookie of the Year – most successful salesperson in the contest period with less than 1 years experience

Team

Mascot Challenge – buy a mascot which can be passed along from team to team as they accomplish a contest's objectives. If you live in a University community or a place with a professional team, this should be easy. But, also consider something unusual.

New Customer Challenge – award the team that closes the most new customers in a contest period

Loyalty Award – rewards the team with the highest customer loyalty score