

How to **implement** and **monitor**  
an **incentive program**  
**with success ?**

**dgenious<sup>®</sup>**  
**Ultimate guide**



**dgenious**  
chain store analytics

The background is a solid blue color with several overlapping, semi-transparent geometric shapes and lines. These include a large circle on the right side, a large triangle on the left side, and various curved lines and loops that create a sense of depth and movement. The overall aesthetic is modern and abstract.

**FINDING**

In 2021, a surprising number of companies do not have sufficient analysis tools to carry out a successful incentive program. Whether to prepare them, to monitor them on a daily basis, or to analyze them in detail at the end of the challenge.

The result? The teams were not properly stimulated. The results are therefore disappointing. The company misses the whole point of its incentive strategy.

If you are reading our ultimate guide dedicated to incentive programs, you should recognize yourself in some way in this problem.

Don't panic, you have just downloaded the ideal guide to help you implement and manage incentive programs to truly generate results.

**In this ultimate guide, you'll discover:**

- **5 key steps to an incentive program that really works.**
- **You will also understand the value of using a powerful and specialized retail analysis tool that monitors all your point-of-sale transactions in real time.**

# Why use an incentive program to boost your sales staff at the point of sale ?

## 1 To get out of the crisis.

Challenging your employees through an incentive is particularly relevant in a context of recovery. They need to be motivated and coached to achieve their goals.

## 2 To motivate your teams around a particular issue or opportunity.

The launch of a new product, a new spring/summer campaign, or a loyalty program are ideal opportunities to stimulate salespeople and POS managers to improve their performance and reach new objectives.

## 3 To motivate teams to increase upsell rates.

Incentive programs are an effective driver to increase cross selling. Selling paid appetizers to accompany the all-you-can-eat menu, selling a coffee with a sandwich, selling a facial with a matching body balm, selling a polo shirt with shorts, ...



## Why you are right to develop your employee incentives ?

- **80%** of companies notice an improvement in their turnover during an incentive program
- **56%** of employees are more motivated during incentives.
- On average, **44%** more productivity is measured during an incentive operation.


### Source:

<https://www.muse-motivation.fr/blog/challenge-commercial/infographie-les-chiffres-cles-de-lannee-de-lanimation-commerciale-et-reward/>

The **5** key steps of an  
incentive program that  
truly generate results.

# STEP 1

PREPARATION AND ANALYSIS.



To ensure the success of an incentive program, it is imperative to define the objectives clearly. Each goal must be supported by one or more key performance indicators (KPIs). You will be ensured that the objectives of your incentive programme meet the needs of your company and that they are relevant.

As mentioned earlier, an incentive program can serve a wide range of specific objectives:

- **A product or product category campaign;**
- **The launch of a new product / a new product category;**
- **Acquisition of new loyal customers;**
- **Increasing sales performance at key times of the year as Christmas, Easter, Valentine's Day, Mother's Day, ...**

Your mission during these key sales events is to translate the company's needs into relevant objectives in concrete KPIs, which will be monitored throughout the incentive program.

# Some examples of KPI's to motivate your sales force.

## **The average basket.**

You can set a target to increase the value of the average basket per store, per salesperson, or per region and over a period of time.

It is tempting to set a common target for all teams, but it is highly recommended to set a target according to the hours of the day and the days of the week. The product mix sold in the morning may be different in the afternoon or on Saturdays. Your teams who only work in the morning can therefore be penalised or, on the contrary, benefit from a great advantage.

## **The number of items sold per transaction.**

Increasing the number of items sold per transaction is usually not easy for sales teams. It is, therefore, preferable to set individual targets rather than a single percentage of increase for all.



### **The number of different items sold per transaction.**

If the number of different items sold per transaction is 2.2, set a goal of 3 by systematically offering the top product of your assortment in a certain region and a new item in another region. Indeed, some customers will be easily seduced by new products, while others will prefer a safe bet.

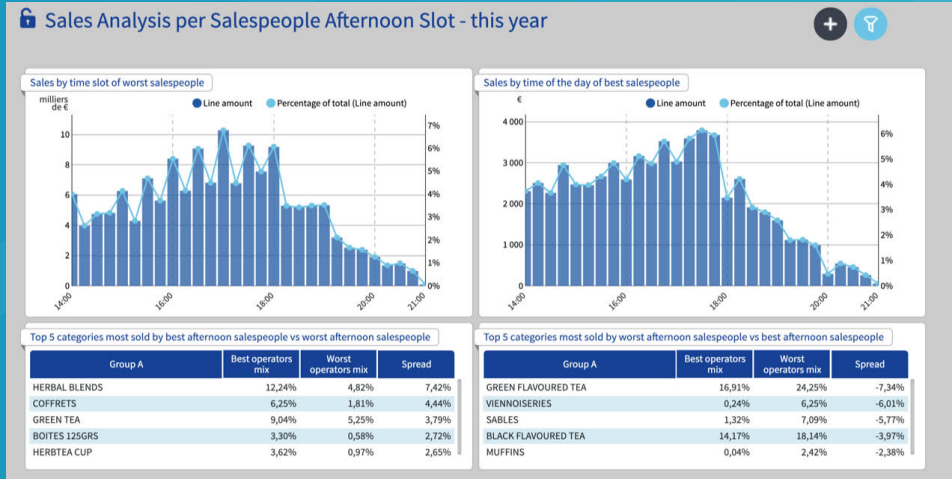
### **The number of customers registered in the company's loyalty program or newsletter.**

Being able to communicate in the most personalized way possible with your customers is essential. Why not incentivize your sales staff at the point of sale on the number of 'new' customers registered to the newsletter.

### **The turnover of the targeted product during the campaign, per day, week, point of sale, region, country, ...**

To increase your turnover per table, you have analyzed that it is necessary to increase your sales of appetizers. For this, we advise you to set up an incentive per waiter, so that an aperitif is systematically proposed.

Once the objectives have been determined, their relevance is optimal. By being based on a detailed analysis of the KPIs, you strengthen your link with your collaborators, it will then be very easy to communicate these objectives to the participants of the challenge. Well thought out, these objectives are achievable and motivate the teams to improve their sales performance.



The sales and marketing departments decided to organise a "Boxes" incentive programme in April 2021 for sales teams who work in the afternoon.

### Sales Analysis per Operators - Afternoon Slot

Segmentation Salespeople based on Average Basket

Date dans la période 3 mois précédents

Operator code	Operator	Avg. basket	Avg unique items per basket	# transactions	Avg. #articles per trn	Segmentation
Groupes	Groupes	Moyenne	Moyenne	Valeurs distinctes	Moyenne	Reset
4014	Christian B	€ 13,30	1,44	515	1,51	10
4013	Martina K	€ 12,97	1,38	1 271	1,45	10
4011	Liane C	€ 12,73	1,33	838	1,37	10
4003	Geoffrey L	€ 12,16	1,34	2 103	1,4	10
2032	Martina G	€ 11,96	1,5	191	1,96	10
4007	Brigitte B	€ 11,66	1,33	1 092	1,38	9
7025	Doreen R	€ 11,50	1,55	431	1,84	9
2003	Annette S	€ 10,88	1,44	2 689	1,85	9
2012	Emilie C	€ 10,14	1,42	915	1,73	9
7023	Michelle B	€ 10,06	1,53	2 390	1,91	9
7024	Katharina B	€ 9,98	1,48	1 725	1,72	8
7015	Leon L	€ 9,81	1,51	1 812	1,81	8
7018	Verney G	€ 9,73	1,52	3 316	1,85	8
7010	Sabrina M	€ 9,32	1,5	2 588	1,76	8
9019	Baptiste P	€ 9,28	1,36	1 033	1,43	8
9024	Rene K	€ 9,00	1,37	550	1,44	7
2011	Christabel B	€ 8,99	1,43	244	1,59	7
12010	Karin H	€ 8,98	1,42	831	1,58	7
7017	Kristin M	€ 8,92	1,47	3 420	1,76	7
7022	Benjamin N	€ 8,89	1,48	5 359	1,79	7
12007	Florian N	€ 8,86	1,46	404	1,63	6
10014	Martin T	€ 8,61	1,66	445	1,97	6
10016	Babette B	€ 8,30	1,74	1 074	2,05	6
9013	Garland C	€ 8,22	1,37	151	1,46	6
12013	Julia B	€ 8,08	1,34	2 072	1,45	6

An analysis of sales by time slot and by salesperson shows that the 'best sellers' in the afternoon (analysis based on the average basket) sell more boxes than the worst sellers.

**Next step:**  
**Define the mechanics of the incentive program.**

# STEP 2

DEFINE THE MECHANICS  
OF THE INCENTIVE PROGRAM.



During the preparation phase, you can choose to set up group or individual challenges. This decision will depend on your strategy, as well as on the analysis phase mentioned in the previous step.

Indeed, within your point of sales teams, several options are available to you:

- **Reward the 5 salespeople who reached the designated objective the fastest.**
- **Reward all the salespeople who have reached the objective, within a given time limit.**
- **Reward the whole team for achieving a common goal.**

The implementation of a collective incentive program can help you bond your teams by promoting group cohesion.

The individual incentive program allows each employee to surpass himself to improve his own performance.

It is also possible to approach the incentive program in a collective and individual way. With this approach, the detailed analysis of the KPIs is very important in order to prepare the different objectives and to be able to explain the basis on which they have been defined.

This step is essential to motivate the teams and explain the efforts expected from each of them. The teams are framed and briefed to achieve their goal(s). The objectives are clear, motivation is at hand.

## Tip :

In the mechanics, it is possible to **plan a succession of short sub-stages allowing each collaborator to resume the race on the starting line** as often as needed.

Each sprint corresponds to a short period of performance and favours the adhesion and the stimulation of the teams, regularly challenged.

## *Did you know?*

Incentives are subject to several types of motivation for your team. Several are possible:

- **The lure of gain;**
- **Winning a challenge;**
- **The desire to excel;**
- **The need to progress;**
- **The need for recognition;**
- **The need to participate in the adventure.**

**Next step:**  
**Communicate well on all aspects of the challenge.**

# STEP 3

COMMUNICATE WELL ON ALL ASPECTS  
OF THE CHALLENGE.



# For your challenge to be a success, communication is golden.

To succeed in this step, here are the different aspects that we advise you to put in place.

- **Define the participants**

Specify which teams are involved in the challenge. Is it all the sales outlets, certain regions, different countries...?) It is quite possible to include the support services in contact with the customers. These back-office employees play a significant role in customer relations. They contribute to the quality of services delivered to customers.

- **Set a time frame**

To be effective, the challenge must be limited in time. Indeed, the main interest of this type of operation is to obtain quick results in a short period of time.

It is therefore important to communicate this time limit so that your collaborators can have all the cards in their hands to reach the given objectives.

- **Set the KPIs and explain them to everyone**

When sharing these KPIs with your teams, it is interesting to put them in perspective with current and past results. For example, explain these KPIs in relation to the results of previous actions.

Each participant must understand the purpose of the game, the context, and the objectives to be achieved. The importance here is to explain and show on the basis of what (which KPIs) the objectives have been set.

- **Announce from the start the end of the challenge and the date of the results announcement.**

To have more impact and more commitment, the rewards must be well chosen, but also communicated to all. The results announcement date should be the day after the last day of the challenge. Too often, the results are announced, sometimes 1 month later, because the company did not know how to collect the figures earlier...

A monitoring throughout the challenge allows this quick announcement.

Indeed, no one likes to wait for the results of a contest in which we participated... At the risk of not doing it again the next time!

- **Explain each step of the daily monitoring of this challenge.**

To keep your collaborators motivated, you must keep them informed every day of the progress of the challenge, the figures of the other participants, etc... This in a positive and stimulating way to motivate them to push their limits with a real desire to do well. The way to communicate these results is essential!



**Next step:**  
**Focus on the daily monitoring of the incentive program!**

# STEP 4

FOCUS ON THE DAILY MONITORING  
OF THE INCENTIVE PROGRAM!

# The advantages of monitoring and communicating daily with the incentive program participants are multiple:

1

## **Value the efforts made with real-time monitoring of their results.**

Monitoring your team's results in real time will allow you to quickly notice an improvement in performance and you will be able to value your collaborators' successes. Monitor without monitoring: you need to manage effectively by providing support and experience.

2

## **Keep your teams motivated.**

By keeping an eye on the evolution of their performance, you can react immediately if a drop in performance is observed in one of the team members.

Usually, these situations are analyzed at the end of the challenge. However, only a daily analysis can help you to detect these variations and to solve them directly, thanks to a discussion with the employee in question, for example...

# 3

## **Adapt the objectives if necessary.**

It is not outdated to readjust the contest if you notice that the objectives are too ambitious, or that a logistical problem has appeared, or others... If the challenge is not working, it must be reviewed to avoid a drop in participation and therefore lower results. The action would be counterproductive.

# 4

## **Share what works best via testimonials, best practices, etc.**

# 5

## **Do not hesitate to coach each participant in a personalized way if necessary.**

# 6

## **Stimulate mutual help between participants.**

To put this daily monitoring into practice, it is necessary to use a modern monitoring tool adapted to retail.

### How to do this monitoring?

- Follow up on the progress of the objectives, in the form of daily points by means of a nice and friendly mailing. For example, with a best practice from a collaborator, remind the stakes, ...
- Use a powerful and modern analytics platform like dgenious
- Involve the sales managers in the follow-up of the incentive program and its design. Their knowledge of the men and women in their team is invaluable in order not to make mistakes.

Challenge Coffrets Avril 2021 - Vendeurs Tranche Horaire 14h-20h

Ventes Coffrets depuis début Challenge

€ **3 061,30**

Meilleure Vendeur Coffret depuis début Challenge

**Liane C**

Ventes Coffrets Aujourd'hui

€ **245,30**

Meilleur Vendeur Coffrets Aujourd'hui

**Liane C**

Operator code	Operator	% today	Today's indicator	Ventes totales JOUR	Ventes Coffrets JOUR	Quantités totales JOUR	Quantités Coffrets JOUR	#tickets JOUR
4011	Liane C	4,35%	<span style="color: green;">■</span>	€ 562,00	€ 76,70	121	2	46
12005	Bernard C	3,88%	<span style="color: green;">■</span>	€ 717,20	€ 69,80	133	2	84
9026	Marvella M	1,12%	<span style="color: orange;">■</span>	€ 743,70	€ 39,00	158	1	89
2029	Isabella I	0,93%	<span style="color: orange;">■</span>	€ 1 554,80	€ 59,80	320	2	216
10017	Olympia B	0,00%	<span style="color: red;">■</span>	€ 630,00				
10009	Lucas G	0,00%	<span style="color: red;">■</span>	€ 101,90				
3022	Mike N	0,00%	<span style="color: red;">■</span>	€ 711,20				
3021	Julia H	0,00%	<span style="color: red;">■</span>	€ 0,00				
2012	Emilie C	0,00%	<span style="color: red;">■</span>	€ 579,00				
10019	Ferragus L	0,00%	<span style="color: red;">■</span>	€ 34,80				
7023	Michelle B	0,00%	<span style="color: red;">■</span>	€ 320,30				
9016	Torsten B	0,00%	<span style="color: red;">■</span>	€ 151,30				
Total				€ 6 786,20	€ 245,30			

Date	Shop	Operator code	Operator	Group A	Article	Quantités Coffrets	Ventes Coffrets	UID Tickets
19.04.2021	Bonn	4003	Geoffrey L	COFFRETS	BOUQUET DE FLEUR EN THE	1	€ 29,90	4064644
01.04.2021	Bonn	4003	Geoffrey L	COFFRETS	BOUQUET DE FLEUR EN THE	1	€ 29,90	4024619
18.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET COCKTAILS	1	€ 29,90	4062043
18.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET SWITZERLAND 5 THES	1	€ 29,90	4062043
09.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET SWEETEAS	1	€ 29,90	4043785
19.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET GRANDS CRUS 5 THES	1	€ 39,00	4064797
01.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET GRANDS CRUS 5 THES	1	€ 39,00	4025075
18.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET 5 NUANCES DE GREY	1	€ 29,90	4062043
20.04.2021	Bonn	4003	Geoffrey L	COFFRETS	COFFRET SWEETEAS	1	€ 29,90	4067320
Total						9	€ 287,30	

Operator code	Operator	% challenge	Challenge indicator	Ventes totales €	Ventes Coffrets €	Quantités Coffrets	Quantités Tickets
4011	Liane C	2,88%	<span style="color: green;">■</span>	€ 4 695,10	€ 271,30	100	46
9013	Garland C	2,44%	<span style="color: green;">■</span>	€ 432,20	€ 23,30	1	1
4003	Geoffrey L	2,40%	<span style="color: green;">■</span>	€ 4 057,00	€ 221,30	100	46
4013	Martina K	2,27%	<span style="color: green;">■</span>	€ 1 255,50	€ 59,80	268	2
3004	Alexander K	2,13%	<span style="color: green;">■</span>	€ 413,30	€ 29,90	78	1
4014	Christian B	2,00%	<span style="color: orange;">■</span>	€ 1 515,00	€ 59,80	274	2
9027	Frank W	1,34%	<span style="color: orange;">■</span>	€ 3 480,80	€ 168,60	699	6
2012	Emilie C	1,05%	<span style="color: orange;">■</span>	€ 4 387,70	€ 207,60	1 181	5
12005	Bernard L	1,05%	<span style="color: orange;">■</span>	€ 5 000,10	€ 196,40	1 194	6
Total				€ 134 265,20	€ 3 061,30	33 057	16 142

Follow up on the progress of the objectives in daily updates with, for example, a mailing.

**Next step:**

**Final analysis of the incentive program and announcement of results.**

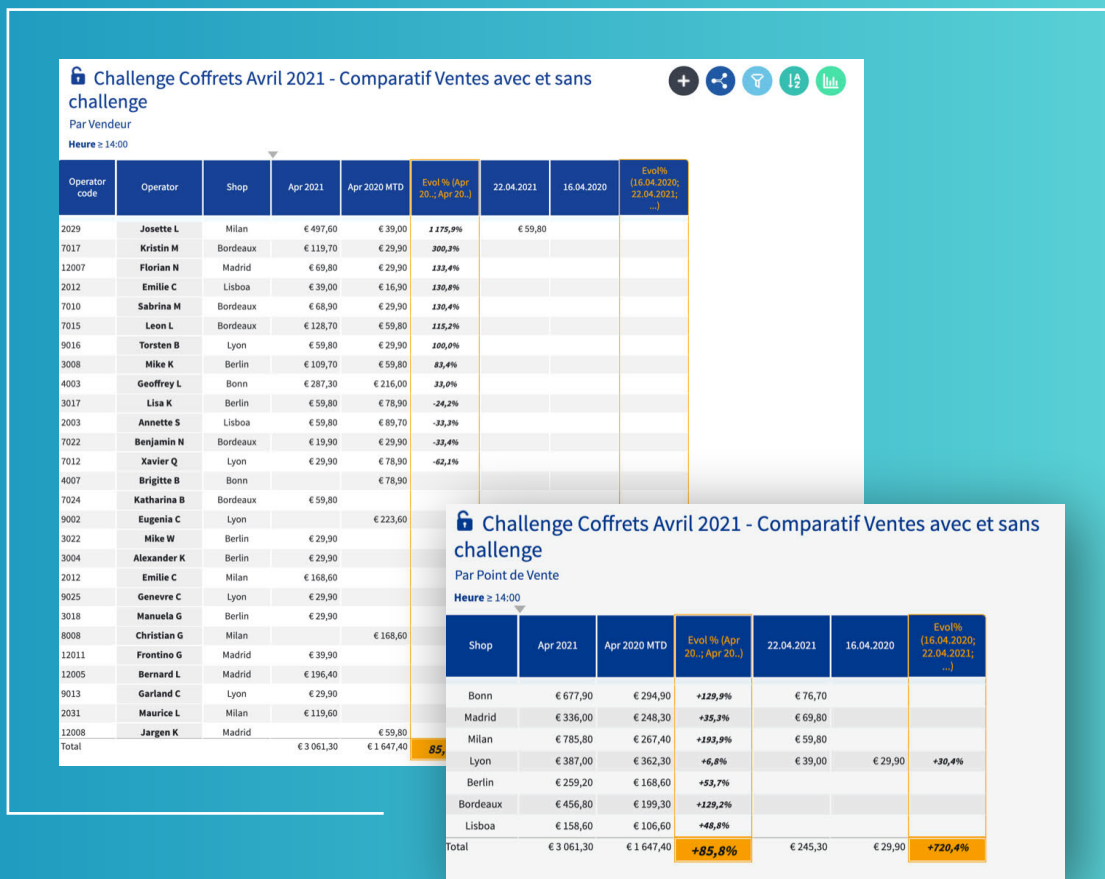
# STEP 5

FINAL ANALYSIS OF THE INCENTIVE PROGRAM  
AND ANNOUNCEMENT OF RESULTS.



The announcement of the results must be done quickly. Ideally, the day after the last day of the incentive program and within 3 days maximum after the challenge. This date must be known by everyone.

When announcing the results, explain them by arguing them, showing the progress for the company (sales, product categories, customers, etc.) and the individual progressions, putting them in perspective with the reality without the challenge (based on kpis excluding incentives). Ask the winners to explain how they did it, their tips and best practices, ...



**Challenge Coffrets Avril 2021 - Comparatif Ventes avec et sans challenge**  
Par Vendeur  
Heure ≥ 14:00

Operator code	Operator	Shop	Apr 2021	Apr 2020 MTD	Evol % (Apr 20.; Apr 20.)	22.04.2021	16.04.2020	Evol% (16.04.2020; 22.04.2021; ...)
2029	Josette L	Milan	€ 497,60	€ 39,00	<b>+1175,9%</b>	€ 59,80		
7017	Kristin M	Bordeaux	€ 119,70	€ 29,90	<b>300,3%</b>			
12007	Florian N	Madrid	€ 69,80	€ 29,90	<b>233,4%</b>			
2012	Emilie C	Lisboa	€ 39,00	€ 16,90	<b>230,8%</b>			
7010	Sabrina M	Bordeaux	€ 68,90	€ 29,90	<b>230,4%</b>			
7015	Leon L	Bordeaux	€ 128,70	€ 59,80	<b>215,2%</b>			
9016	Torsten B	Lyon	€ 59,80	€ 29,90	<b>200,0%</b>			
3008	Mike K	Berlin	€ 109,70	€ 59,80	<b>83,4%</b>			
4003	Geoffrey L	Bonn	€ 287,30	€ 216,00	<b>33,0%</b>			
3017	Lisa K	Berlin	€ 59,80	€ 78,90	<b>-24,2%</b>			
2003	Annette S	Lisboa	€ 59,80	€ 89,70	<b>-33,2%</b>			
7022	Benjamin N	Bordeaux	€ 19,90	€ 29,90	<b>-33,4%</b>			
7012	Xavier Q	Lyon	€ 29,90	€ 78,90	<b>-62,1%</b>			
4007	Brigitte B	Bonn		€ 78,90				
7024	Katharina B	Bordeaux	€ 59,80					
9002	Eugenia C	Lyon		€ 223,60				
3022	Mike W	Berlin	€ 29,90					
3004	Alexander K	Berlin	€ 29,90					
2012	Emilie C	Milan	€ 168,60					
9025	Genevre C	Lyon	€ 29,90					
3018	Manuela G	Berlin	€ 29,90					
8008	Christian G	Milan		€ 168,60				
12011	Frontino G	Madrid	€ 39,90					
12005	Bernard L	Madrid	€ 196,40					
9013	Garland C	Lyon	€ 29,90					
2031	Maurice L	Milan	€ 119,60					
12008	Jargen K	Madrid		€ 59,80				
			€ 3 061,30	€ 1 647,40	<b>+85,8%</b>			
Total								

**Challenge Coffrets Avril 2021 - Comparatif Ventes avec et sans challenge**  
Par Point de Vente  
Heure ≥ 14:00

Shop	Apr 2021	Apr 2020 MTD	Evol % (Apr 20.; Apr 20.)	22.04.2021	16.04.2020	Evol% (16.04.2020; 22.04.2021; ...)
Bonn	€ 677,90	€ 294,90	<b>+229,9%</b>	€ 76,70		
Madrid	€ 336,00	€ 248,30	<b>+35,3%</b>	€ 69,80		
Milan	€ 785,80	€ 267,40	<b>+293,9%</b>	€ 59,80		
Lyon	€ 387,00	€ 362,30	<b>+6,8%</b>	€ 39,00	€ 29,90	<b>+30,4%</b>
Berlin	€ 259,20	€ 168,60	<b>+53,7%</b>			
Bordeaux	€ 456,80	€ 199,30	<b>+229,2%</b>			
Lisboa	€ 158,60	€ 106,60	<b>+48,8%</b>			
Total	€ 3 061,30	€ 1 647,40	<b>+85,8%</b>	€ 245,30	€ 29,90	<b>+720,4%</b>

Then award the different prizes and communicate via the intranet. Eventually, you can share this info via Facebook, Instagram, LinkedIn, to show the internal life and personify your employees, ...

The background is a solid blue color with several overlapping, semi-transparent geometric shapes. These include large circles and thick, curved lines that create a sense of depth and movement. The shapes are in various shades of blue, from a deep navy to a lighter, more vibrant blue. The overall composition is abstract and modern.

**CONCLUSION**



*"dgenious is the leading analytics platform for real-time monitoring of your physical and virtual stores. Easily analyse customer behaviour, promotions, launches and inventory in all dimensions. Juggle with your data, easily, quickly, without IT knowledge. Available on iOS and Android."*

**LET'S DISCUSS WHAT DGENIOUS  
CAN DO FOR YOU.**

Book your  
15 minute call



<https://dgenious.com>