

Making the Case for Non-Cash Sales Incentives

Five Things You Should Know

Sales incentives are an important part of a successful strategy to get results. They drive revenue and focus your entire sales force on your goals. Here are five important metrics from the Incentive Research Foundation to make the case for your sales incentive program:



A recent study showed 83% of all surveyed companies and 90% of Top Performing Companies have a sales incentive program as part of their non-cash rewards strategy.

Source: [10 Things Top Performing Companies Do Differently](#)



Case studies show an ROI of 100% to 112% when non-cash incentive rewards are used as a sales incentive.

Source: [Measuring the ROI of Sales Incentive Programs](#)



Overall, incentive programs can increase individual performance by an average of 22%.

Source: [Incentives, Motivation and Workplace Performance: Research and Best Practice](#)



The more eligible program participants earn in salary, the more they show a preference for tangible non-cash rewards – particularly rewards that are “hedonic” or pleasurable. And when people find a potential reward more attractive, they are motivated to work harder to attain it.

Source: [Award Program Value & Evidence White Paper](#)



Non-cash rewards outperform cash because of four important effects:

- **Justifiability** – It's easier to justify a reward than a purchase of a luxury item or experience. An earned reward is a point of pride
- **Perceived value** – People perceive tangible, non-cash rewards to be of greater value
- **Separability** – Recipients often mentally lump cash rewards in with compensation and forget both the origin of the funds and how they were used
- **Social reinforcement** – It is socially acceptable to discuss and even brag about non-cash, but socially discouraged to do the same with cash

Source: [The Benefits of Tangible Non-Monetary Incentives](#)



Need more information on how you can leverage sales incentives for your programs and drive results? Our team is ready to help with industry-leading insights and solutions.

More Questions?

We're here to help.

Email us at connect@nxlperformance.com or give us a call at 866-213-2111.

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