

## Incentives & Recognition for the Field: Ask the Right Questions to Create the Wins

To be a disruptor you have to disrupt “what we’ve always done”



### Summary

Your Father’s Oldsmobile was hard-working, reliable, and (at the time) shiny. Your parents loved it and it served its purpose. Today, two of direct selling’s key vehicles – incentives and recognition – need to meet “consumer expectations” to serve their purpose and for Distributors to love them. This conference season, consider what you want to ask to create the win you want for next year.

### Events

#### Annual Conference/Convention

Basic Questions – what does the data show? Virtual or in-person isn’t the only question.

#### Considering each of the last 3-4 years:

- What was the average company earnings of the in-person attendee?
- What was the average age of the in-person attendee?
- What was the average time with the company of the in-person attendee?
- What was the ticket price for the event?
- What did the Distributor spend on product at the event?
- What did the Distributor spend on swag at the event?
- Looking at all 3-4 years, are each of these trending upwards, downwards or the same?
- (Look at virtual attendee figures, if relevant.)

#### Conference/Event Content

- What of value are they walking away with?
- What behaviors will be driven through content?
- What follow-up regarding behaviors is realistic for your current staff?
  - What usually falls through the cracks due to workload or Distributor disinterest

- How will attendees share content with non-attending team members?
- Do giveaways thrill or empower? (or get left on the floor?)

#### Disruptor Questions

- Should the company consider multiple Regional Events that don’t require air travel? (6 hours or less/less than 500 miles)
- Are product launches the best use of event time?
- Is there a way to combine incentive trips with annual convention?
  - Ability to buy in
  - Exciting location with reasonably priced flights
  - 2-3 days of recognition & training, 2-3 (optional) days of celebrations & connection
- Can there be a family-inclusive component (hotel/resort child-supervision)
- What does the current demographic at your company prefer?
  - Everybody empowered to attend/inclusion (Millennials)
  - Status demonstrated (Baby Boomers)
  - Personalized options: workshops, free time for connection (Gen X)
  - More How, Less Why (Gen Z, Millennials)
  - Budget-conscious (Gen Z, Millennials)

### Recognition

#### Public

- Live Events
- Social Medi
- Newsletters

#### Semi-Public

- Limited-access meetings

- Team meetings
- Rank-group meetings
- Incentive-earners meetings
- Council meetings

#### Private

- Phone calls
- Emails
- Delivery
- Letters
- Certificates (downloadable or as a letter)
- Prizes/packages

#### Basic Questions – What does the data show?

What are the key demographics of those being recognized in specific categories?

- Rank advancement
- Rank Levels
- New Business
- Sales
- Sponsoring

#### Disruptor Questions

Which leaders do an outstanding job of visibly recognizing team members?

- How can you set the standard for excellent team recognition by leaders?
- How can you empower these leaders to recognize their team members?
  - Trainings
    - What to recognize
      - Behaviors
      - Achievements
      - Firsts/Personal Bests
    - How to recognize
    - How often to recognize
  - Access to volume discounts for swag