



5 Ways Social Recognition Helps Retain Top Salespeople

workhuman*

How to engage salespeople

Not all salespeople are created equal, and it's costly to replace your best talent. Depending on the industry, it can take anywhere from three to four months for a new sales rep to be fully productive. The current job seeker market offers seemingly innumerable options, and the idea of a better opportunity can lead to high turnover.

So, how do you keep your best salespeople engaged enough to stay? You may be doing most everything right: paying above market rate, offering excellent sales-club rewards to top performers, having a great commission structure, and providing a lucrative bonus program. But everyone else is, too, which means those benefits are no longer enough.

Here's the good news: There's another way to keep your best reps around, racking up those big, crucial deals for your business – and even inspire your mid-performers to achieve more in the process.

Thinking around talent and culture has evolved to support the individual human experience of work. Social Recognition® – a core tenet of Workhuman® Cloud, a suite of human applications that motivates and empowers sales reps to do the best work of their lives – prioritizes relationships and is now the first choice of top organizations

that understand the business benefits of gratitude and acknowledgment. In the 2018 SHRM/Workhuman Employee Recognition Report, HR professionals cited retention and turnover as their top challenges for the third year in a row, and 68% of organizations surveyed strongly agree that recognition helps reduce employee turnover.

Human applications are shaping the future of work by helping organizations connect culture to shared purpose. This is how Social Recognition can serve your sales organization:

ONE

Increases discretionary effort

High salaries and standard benefits packages don't satisfy reps long term, even when combined with incentives. Once reps get comfortable and feel they're making good commission money, their efforts can level off.

Social Recognition allows salespeople to reward each other for a job well done and inspires discretionary effort. Positivity and gratitude make them feel acknowledged for who they are and what they do. When reps celebrate achievement moments with their peers, the excitement trickles down and motivates them to put in the work to receive that same type of recognition.



TWO

Models high performance

Social Recognition comes with a feed where every rep across the organization can see recognition moments as they happen. When you encourage your reps to check in regularly and congratulate recipients, it consistently reinforces what great performance looks like.

Your top 10% come to work motivated every day. They hit numbers and make sales club. But what about the 50-60% in the middle? Giving them the opportunity to receive recognition all year long – even if they don't qualify for end-of-quarter/end-of-year bonuses or the sales trip – gives them a clear line of sight into how to become top performers. That's certainly better than training them and then losing them to another company that rewards them faster.

THREE

Supports connection and teamwork

You may think your salespeople don't need to help each other. After all, sales is a competitive environment, and one-upmanship can be its own source of motivation. But feeling appreciated and connected are intrinsic human needs in life and at work. People are inspired when others call out their achievements and that rings true for even the most ambitious salespeople.

That said, managers are busy. Salespeople's peers see them prepare, pitch, and present when their managers are occupied by other things. Recognition by their comrades in the sales trenches removes any unconscious bias a manager might have in a manager-direct report relationship. Being patted on the back at the tail-end of a sales meeting just isn't the same. Expressing gratitude and acknowledgment through recognition builds trust and connects salespeople to shared purpose – and to each other.

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FOUR

Builds a world-class culture that top performers want to be a part of

When your business's primary focus is making sales, other aspects of your employees' lives can fall by the wayside. Social Recognition lays the foundation of great culture for an investment as small as 1% of payroll. Higher base pay and bonuses are expensive, and increased compensation doesn't address culture. Recognition does.

In a bad economy, reps will tolerate a subpar culture because they need a job. In a good economy, however, it's easy to have your best reps recruited away. In a tight labor market, many will stay until they get their bonus payout – then give their notice and take that money with them. Bonuses don't inspire loyalty, increase engagement for longer than a few weeks, make up for an unsatisfying work experience, or give people purpose to rally behind.

FIVE

Helps people provide for their families

Salespeople work hard for your business because they're supporting their families and striving to achieve their own goals in life outside of work. Yes, they may feel aligned with your goals or inspired by your mission, but they're inherently still in it for themselves.

Social Recognition helps reps earn points toward rewards that matter. A bonus commingles with their other money, going toward bills and other standard payments, and they likely can't tell you what they spend it on. But with a recognition moment, reps can use points for an experience – toward an amazing dinner or a vacation. Reps can thank the person who recognized them and tell them how they used the reward points. This fosters even more trust, respect, and loyalty among your people, and it brings more humanity to your organization.

Learn more about how Social Recognition and Workhuman® Cloud can drive value in your sales organization.

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