**Sales Incentives Ideas**

### **1. Tiered Sales Bonuses**

* **How it works**: Set specific sales targets, and offer increasing bonuses as those targets are met. For example, if a team member meets a $5,000 sales goal, they receive a $100 bonus. If they reach $7,500, the bonus increases to $200, and so on.
* **Why it works**: This encourages team members to keep pushing even after they hit the initial target, driving higher overall sales.

### **2. Team-Based Rewards**

* **How it works**: Set a collective sales goal for the entire team. If the team reaches the goal, everyone shares in a reward, such as a catered lunch, a team outing, or a bonus pool.
* **Why it works**: This fosters a sense of camaraderie and encourages everyone to support each other in achieving the goal.

### **3. Upsell Incentives**

* **How it works**: Offer a small bonus for every successful upsell, such as adding a premium bouquet, a vase, or a gift item to an order. For example, an additional $5 for each upsell made.
* **Why it works**: It motivates team members to offer customers additional products, increasing the average transaction value and informing customers of product offerings.

### **4. Spot Prizes**

* **How it works**: Award spot prizes for specific achievements, like the highest sales of the day, the best customer service feedback, or the most creative arrangement. Prizes could include gift cards, a day off with pay, or a special gift.
* **Why it works**: Spot prizes add an element of surprise and fun, keeping the team engaged and motivated.

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### **5. Customer Loyalty Program Participation**

* **How it works**: Incentivize staff to sign customers up for a loyalty program. Offer a reward, like a small bonus or a gift, for each new customer they sign up.
* **Why it works**: This not only boosts immediate sales but also helps build a customer base that will return in the future.

### **6. Holiday Season Contest**

* **How it works**: Create a friendly competition around a specific goal, such as who can sell the most holiday arrangements or who can book the most advance orders for Christmas. The winner could receive a larger prize, such as a spa day or cash bonus.
* **Why it works**: Competitions tap into natural team dynamics and can drive higher performance during peak seasons.

### **7. “Employee of the Month” with Perks**

* **How it works**: Recognize one employee each month who has gone above and beyond, whether in sales, customer service, or teamwork. Reward them with a special parking spot, a paid day off, or a gift card.
* **Why it works**: Recognition programs build morale and encourage all employees to strive for excellence.

### **8. Creative Design Challenges**

* **How it works**: Host a challenge where designers create a new arrangement or holiday design. The winning design, chosen by customer votes or a panel, is featured as a special item, and the designer receives a reward.
* **Why it works**: It sparks creativity and gives designers a chance to showcase their talents, while also providing fresh, unique products for the shop. This also make for great marketing and PR for the shop