

# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



# 8 Ideas To Empower Your Top Employee Performers To Boost Sales



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Do you want to supercharge your sales performance?

It is sometimes a daunting task to boost sales performance and grow revenue. However, a business needs to understand how to start, grow, and make the sales process flow smoothly. It's tough, but it's the crucial cornerstone of every business.

Sales professionals fight an uphill battle, fighting for prospects to answer the phone or an email, engaging in wars of trust. Also, they need to have deals to close so they can ultimately meet their goals.

It proves beneficial to [empower your top performers to create engagement and boost sales](#). A thriving community of engaged employees will not only perform better but will happily evangelize your brand.

Here are some ideas to empower your team, improve sales team performance, boost your company's sales, and create sales reps that are happy and proud brand ambassadors.

#### **GIVE SURPRISES**

You can send thankful gestures in many different ways to all your performers. Ideally, you're doing so via a system that automatically handles the rewarding process but also considers the spontaneous surprise.

Everyone loves surprises, even your employees. So surprise them by giving them small, meaningful gifts that they never thought of before.

#### **USE ANALYTICS & INVOLVE THEM**

Periodically connecting with the top performers not only ensures you're meeting their wants and needs, but it helps you connect and let them know you value their input.

Then combine their insight with the data from your system, and you'll know reward redemption rates to see who is redeeming and how often, what activities are engaging them, and when they are engaging the most.

Work with your top performers to tweak triggers, activities, and rewards. It will assure more robust engagement, company loyalty and inturn boosts productivity because they feel valued.

#### **GIVE THANKS**

One of the quickest ways to build a team's sense is to thank them via hand-written notes or public posts that openly convey your appreciation.

Also, create ways for the other team members to say thanks and track when they've helped each other. Leaderboards, badges, and [gamification are a great idea to implement this, and the efforts can yield excellent results for retention and productivity](#).

#### **KNOWLEDGE IS POWER**

When you have top performers, work with them to create training videos, blog posts, photo galleries. Also, share training tips and other forms of content for your entire team to access.

Meanwhile, you can use the same technology to create other engaging built-in training modules for topics such as compliance, work conduct, product training, among many others.

### **MAKE IT FUN!**

Leaderboards and badges help to track and reward a limitless amount of activities. These simple gamification efforts can easily promote the feeling of working in a “team” and encourages to have a healthy competition.

### **MAKE IT EASY TO COMMUNICATE**

Ensure to make it easy for top performers to communicate with other team members and leadership. They might have great ideas that the company could implement and learn.

If the platform you’re using has a mobile app to go with, you can use it to send out ideas or best practices to your team via in-app messages and nudges outlining new activities, kudos, and rewards.

### **COMFORT THEM**

A top performer usually puts in extra hours at work, skip breaks, and push to meet goals. Don’t they deserve the best workplace environment possible?

Consider upgrading their office space or offering them additional comforts. Also, [encourage rewards that have been shown to boost productivity](#), such as providing music accounts and working from home.

Studies show that it makes them even more productive, despite middle management worries.

### **TIMING IS EVERYTHING**

It is believed people love immediate gratification. When you have a top performer, keep them motivated by reducing the time it takes to get rewarded for activities they’ve completed.

It is where automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for a job well done and boosts more loyalty.

### **Contribution of NEXTBEE in making Employees Productive and drive Company Sales?**

As we now know, happy, engaged employees are much more likely to become your most excellent ambassadors. We need to make sure that they are appreciated for their work to boost sales.

[NextBee](#) offers a world-class platform that can identify your top company performers and boost your sales in the following ways:

- It is completely flexible to integrate with third-party platforms without the need to add plug-ins
- It helps to resonate with your company’s vision and engaging employees effectively by offering them perks, recognition, and rewards as a form of appreciation
- Start employee-oriented rewarding programs that could enhance their motivational level with gamification and badges

There is so much that brands can do on this powerful engine because its robust features are hard to find in other traditional ready-made platforms.

For more information on the [AI-driven employee engagement software](#), contact our experts today!



# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

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# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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