

5 **Five strategies** to drive **year-over-year sales growth**

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Organizations across industries are always looking for ways to energize their sales teams and drive consistent revenue growth. The most successful strategies go beyond compensation, tapping into emotional motivation, recognition, and team alignment to build momentum.

If you're looking to elevate performance across your sales organization, consider how a well-designed incentive program can influence not only results but also the behaviors that drive them. Here are five strategies you can use to realize year-over-year growth.

1

Drive mid-tier momentum with activity-based incentives

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Sales teams often focus heavily on top performers, but the real growth potential lies in "moving the middle," which is the large group of reps who are performing but not at the highest levels.

These reps may not always win traditional performance contests based on revenue alone, but they can be motivated by programs that reward high-value activities that lead to results.

Activity-based incentives work particularly well when the sales cycle is long or complex. By rewarding actions such as account research, proposal development, strategic outreach, or CRM updates, you reinforce the behaviors that build pipeline and drive future success. Short-term contests focus on efforts that jumpstart productivity and build new habits. Better yet, when structured to include cross-functional contributors, you foster greater collaboration and alignment across the sales process.

2

Recognize support teams and cross-functional contributors

Success in today's sales environment requires more than just individual effort. Many deals, especially larger or more strategic ones, depend on collaboration across departments. Other departments often play crucial roles in moving prospects through the pipeline.

By expanding your incentive programs to include these essential contributors, you reinforce a "we win together" mindset. It also increases engagement across the organization and ensures that sales isn't seen as a silo. Whether through shared rewards, visibility in communications, or points-based recognition platforms, acknowledging the broader team effort fuels morale and accelerates deal velocity.

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Create tiered recognition for top performers

While broad-based programs engage most of the team, tiered recognition can motivate your best reps to reach even higher. Traditional President's Clubs or annual sales awards are often powerful, but what happens when your high achievers plateau? They may know they're going to qualify year after year, and without a new challenge, they may stop pushing for more.

That's where elite tiers come in. Create an exclusive recognition level that goes beyond the standard trip or award, something available only to those who blow past expectations. Think luxury experiences, once-in-a-lifetime events, or custom adventures that can't easily be duplicated on their own. These high-bar incentives add prestige, inspire competitive spirit, and reinforce a culture of excellence.

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4

Gamify onboarding and early wins

New sales hires can quickly become overwhelmed by information, tools, and expectations. The faster they feel successful and included, the more likely they are to stick around and perform. By gamifying onboarding through things like adding points, recognition, and fun milestones to the early stages of training, you help them gain confidence, build momentum, and feel part of the culture.

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Consider creating a "Learn & Earn" initiative where reps earn recognition for completing learning missions, shadowing calls, or contributing ideas. You can even set up team-based competitions to reinforce camaraderie. The key is to reward behaviors that will lead to long-term success while providing early visibility into incentive programs and company values.

5

Communicate and celebrate – loudly and often

Incentive programs fail not because they're flawed but because they're forgotten. **Visibility is everything.** If reps don't know what they're working toward or how to get there, they won't engage. It's not enough to launch a program and hope for the best. You need a communication plan with consistent cadence, energy, and clarity.

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Use every channel you've got: kickoff videos from leaders, weekly recap emails, dashboards with progress bars, manager shout-outs, peer recognition, and even printed signage in the office. Highlight who's winning and how they did it. Recognize progress as well as outcomes. When you promote success consistently, you reinforce behavior, build excitement, and keep the whole team leaning in.

The bottom line

Incentives are a strategic tool for transformation. By putting these principles into action, your organization can ignite performance, deepen engagement, and drive sustained growth year after year.