

**HOW TO 9
HOW TO WORK COST-
EFFECTIVELY WITH
INCENTIVES?**



FIERCE TACTICS





INCENTIVES?

Rewards or incentives to achieve desired behavior. Employees or partners can be motivated to better performance and higher engagement, customers to loyalty.

Risks: dependency and excessive costs.

FINANCIAL

- Cash rewards
- Commissions
- Promotions
- Advantages
- Function bonuses

NON FINANCIAL

- Flexible working hours
- Paid days off
- Pension scheme
- Recognition
- Development





COST-EFFECTIVE INCENTIVES?

ADVANTAGES

- Planning: shifts, tasks, breaks, holidays, lunch, remote days

FAVORS

- Get coffee
- Take over the call

GAMIFICATION

- Fun
- Visibility, schwung



RECOGNITION

- Top performers visible
- Explicitly naming good results (positivity)
- Notable customer feedback

COMMISSION/SALE

- Budget remains under control
- Overshoot target without financial impact

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