

# 12.5 STEPS

TO A PERFECT INCENTIVE  
PROGRAM WORKSHEET





# WORKSHEET

Print this worksheet to use as a guide to planning and designing your incentive program.



## 01 DEFINE GOALS

I can increase sales...

of \_\_\_\_\_ (product)

in \_\_\_\_\_ (market)

thru \_\_\_\_\_ (channel)

during \_\_\_\_\_ (timeframe)

by \_\_\_\_\_ (\$ or %)

Reminder: Are the goals S.M.A.R.T.?

## 02 UNDERSTAND TARGET AUDIENCE

Average Age \_\_\_\_\_

Male/Female \_\_\_\_\_

Average Pay \_\_\_\_\_

Job Titles, Level \_\_\_\_\_

# of Participants \_\_\_\_\_

# of Locations \_\_\_\_\_

### 03 ANALYZE CURRENT STATE

### 04 DESIGN PROGRAM STRUCTURE

### 05 SELECT REWARDS & RECOGNITION



Travel



Merchandise



Gift Cards



Prepaid Cards



Experiential

### 06 ASSIGN PROGRAM ADMINISTRATION

Reminder: Internal do-it-yourself or hire an incentive agency?

## 07 ADD TECHNOLOGY PLATFORM

## 08 CREATE COMMUNICATIONS

- Theme
- Teaser
- Kickoff Announcement
- Email Announcement
- Kickoff Event
- Kickoff Kits
- Banner or Button Ads
- Posters
- Monthly Statements
- Postcards
- Reminders
- Giveaways

## 09 BUILD THE BUDGET

		Industry Norms
Awards	\$ .....	% 70-85%
Technology	.....	2-10%
Communications	.....	4-12%
Administration	.....	5-15%
<b>TOTAL</b>	<b>\$ .....</b>	<b>100%</b>

## **10 TRACK ACHIEVEMENTS**

## **11 FULFILL REWARDS**

## **12 REPORT RESULTS**

### **12.5 KEEP IT FRESH!**

For a complimentary 15 minute consultation on your worksheet with Mike, please send your worksheet to [info@spearone.com](mailto:info@spearone.com). Include "12.5 Step Worksheet Consultation" as your email subject line.