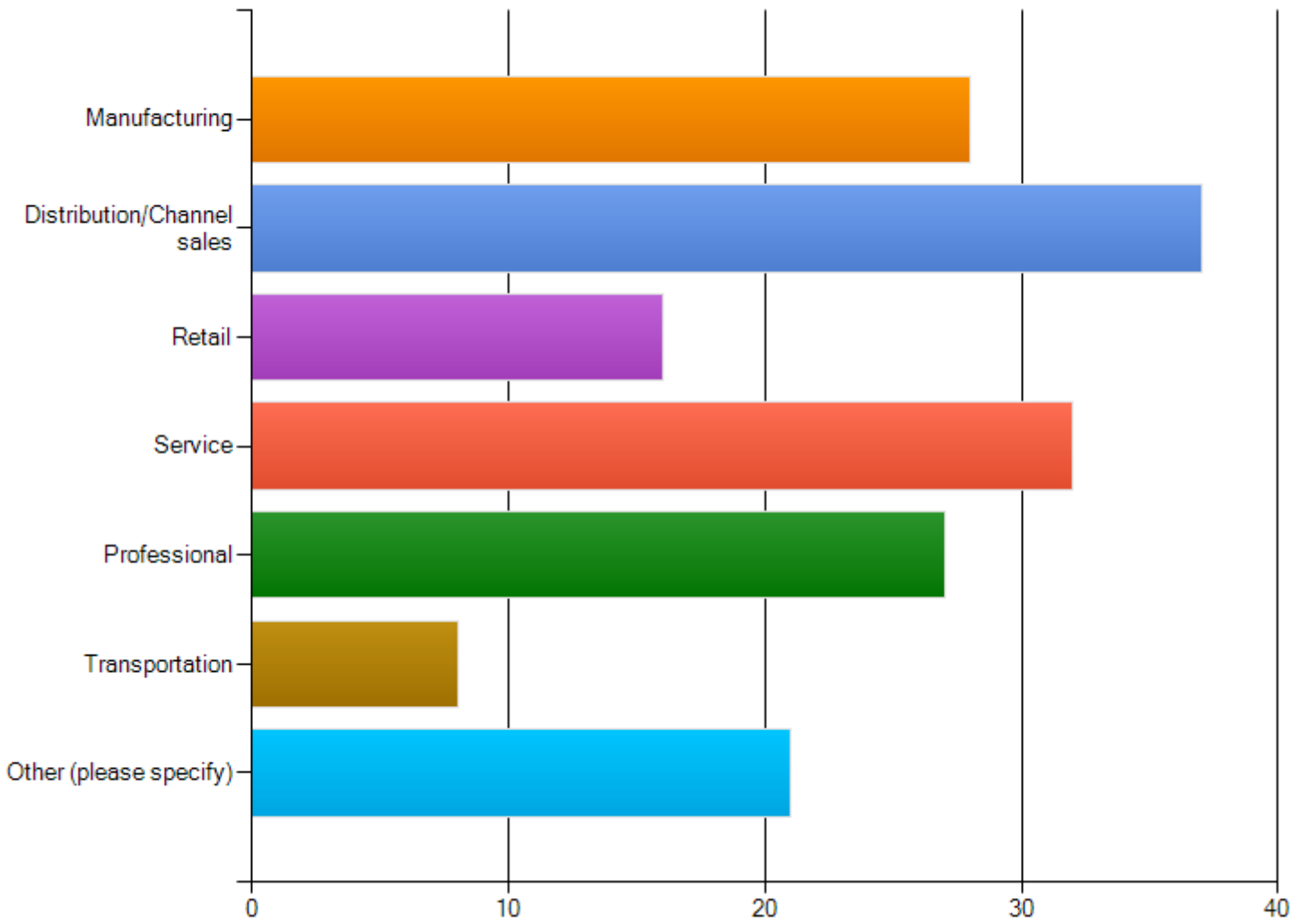


# Incentive 2010

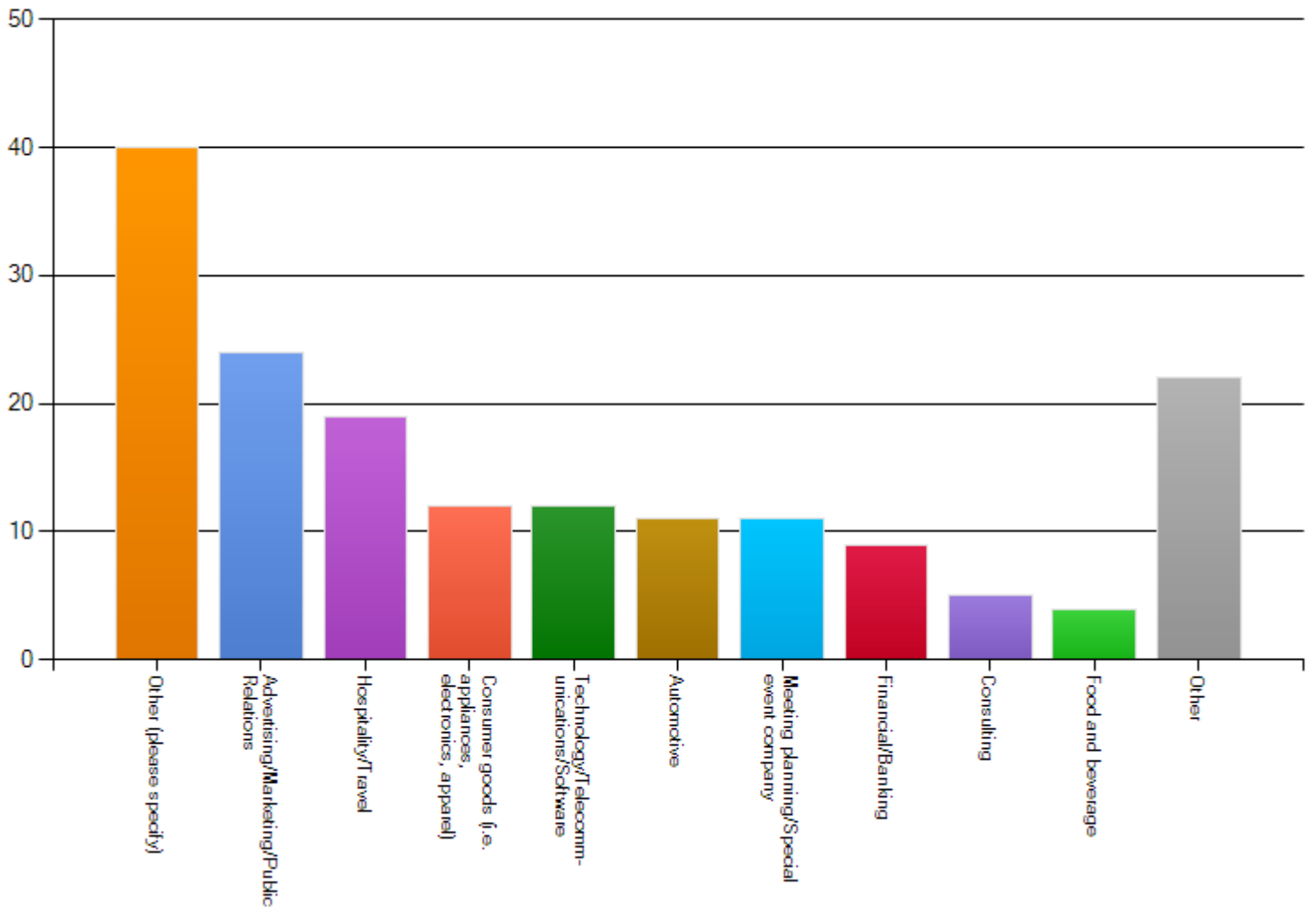
## Sales IQ report

The results of the 2010 Sales IQ survey do seem to confirm that the worst of the anti-incentive witch hunts are over, and that concerns over the anti-incentive AIG Effect are beginning to fade. Nearly 46 percent of our respondents say they are increasing their per-recipient reward spend, compared to 16 percent decreasing it. And of the latter, less than 2 percent made those cuts due to government regulations or public perception issues. As for the one in four who reported eliminating at least one incentive program this year, only eight percent cited public perception issues.

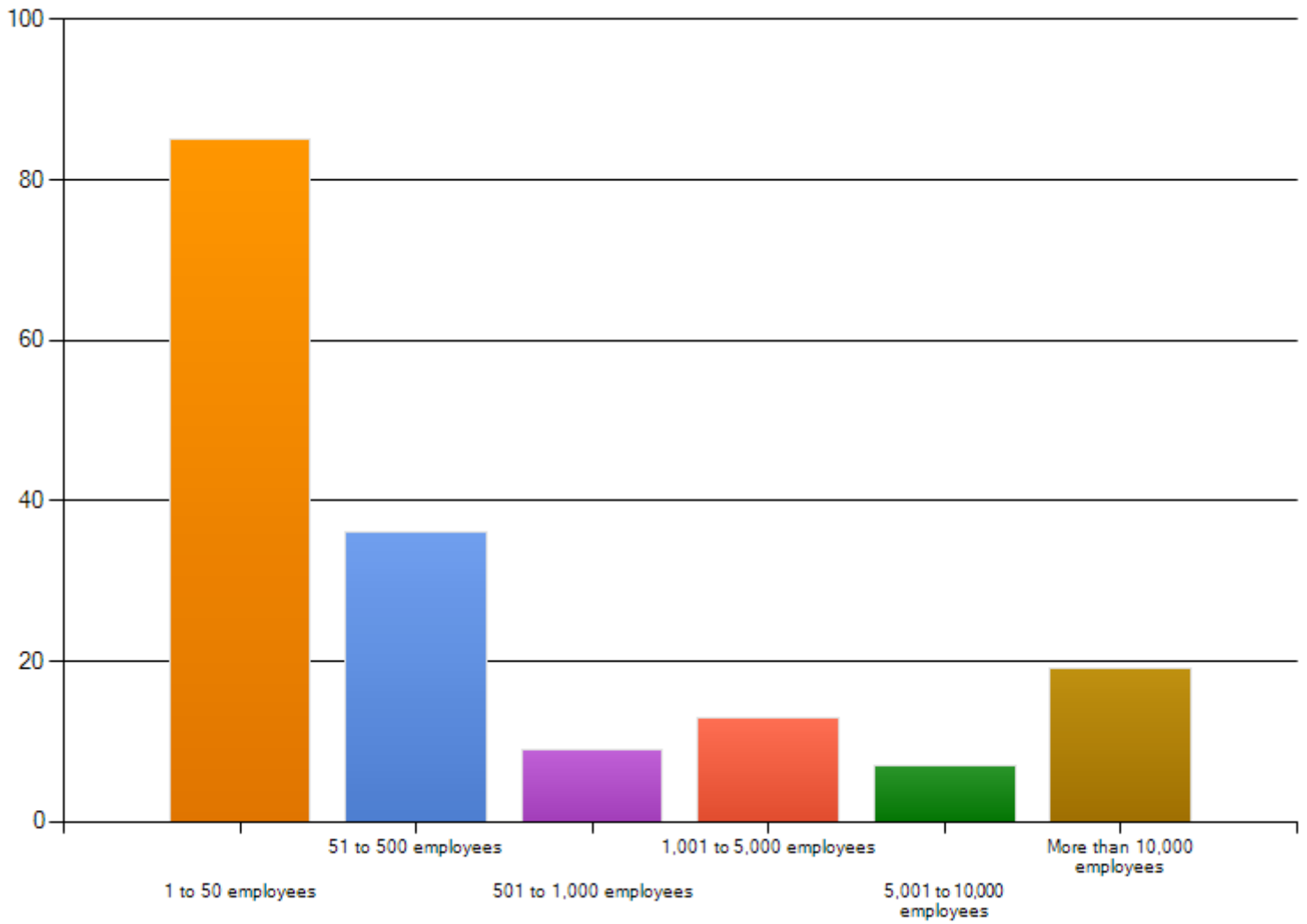
**Please classify your organization's business sector.**



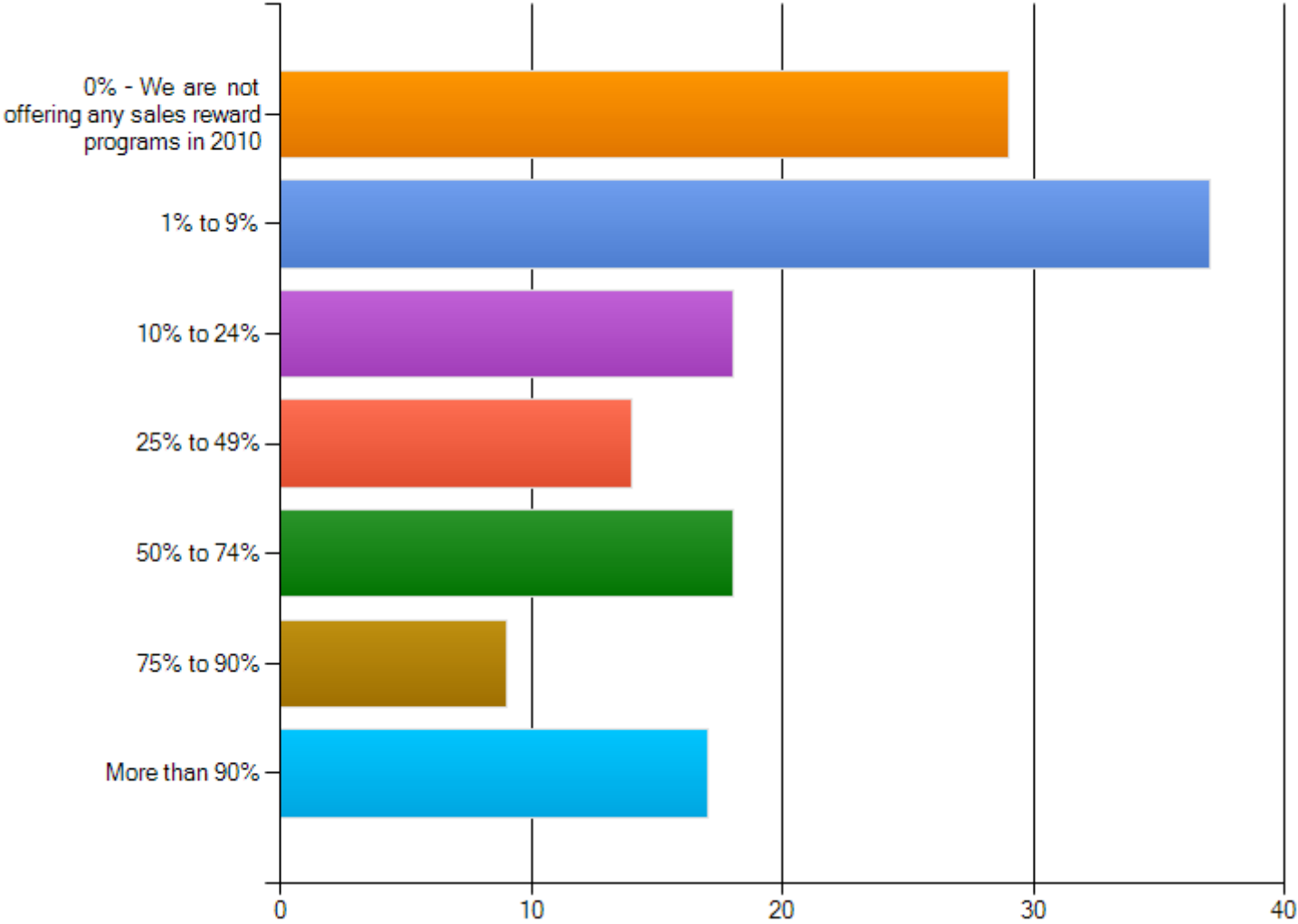
### Please classify your industry.



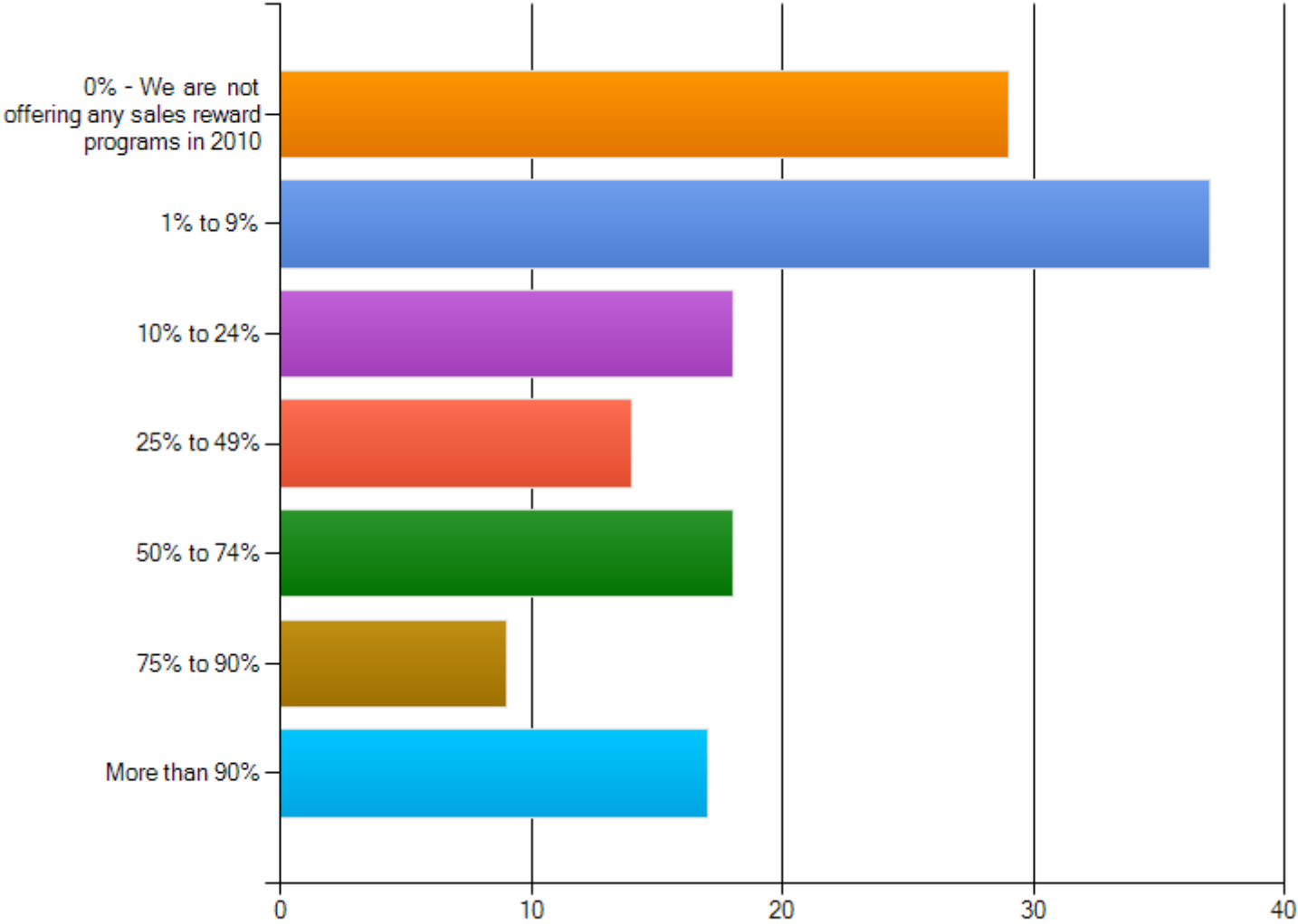
### How large is your company?



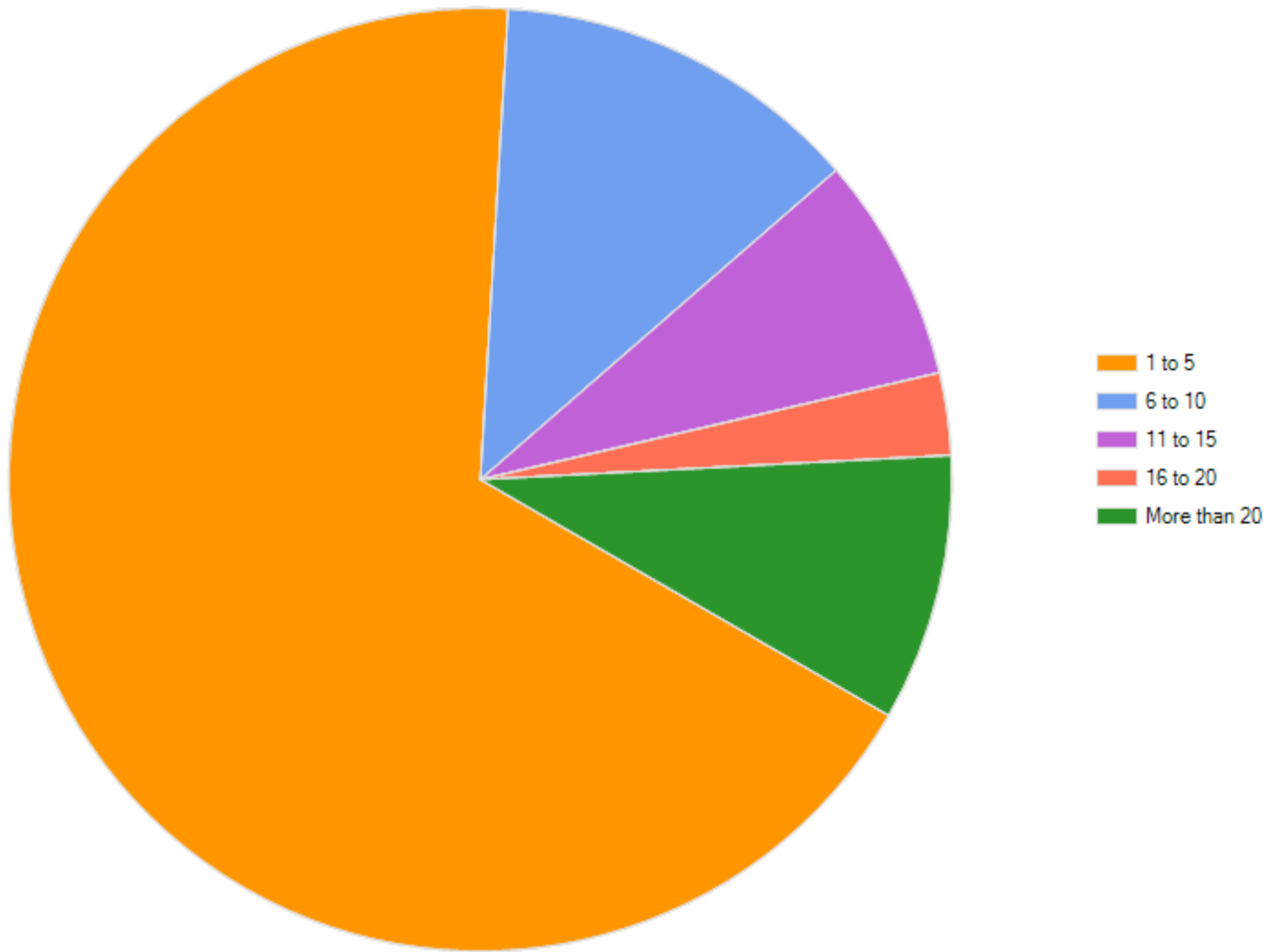
**Approximately what percentage of this budget is allocated for sales reward programs?**



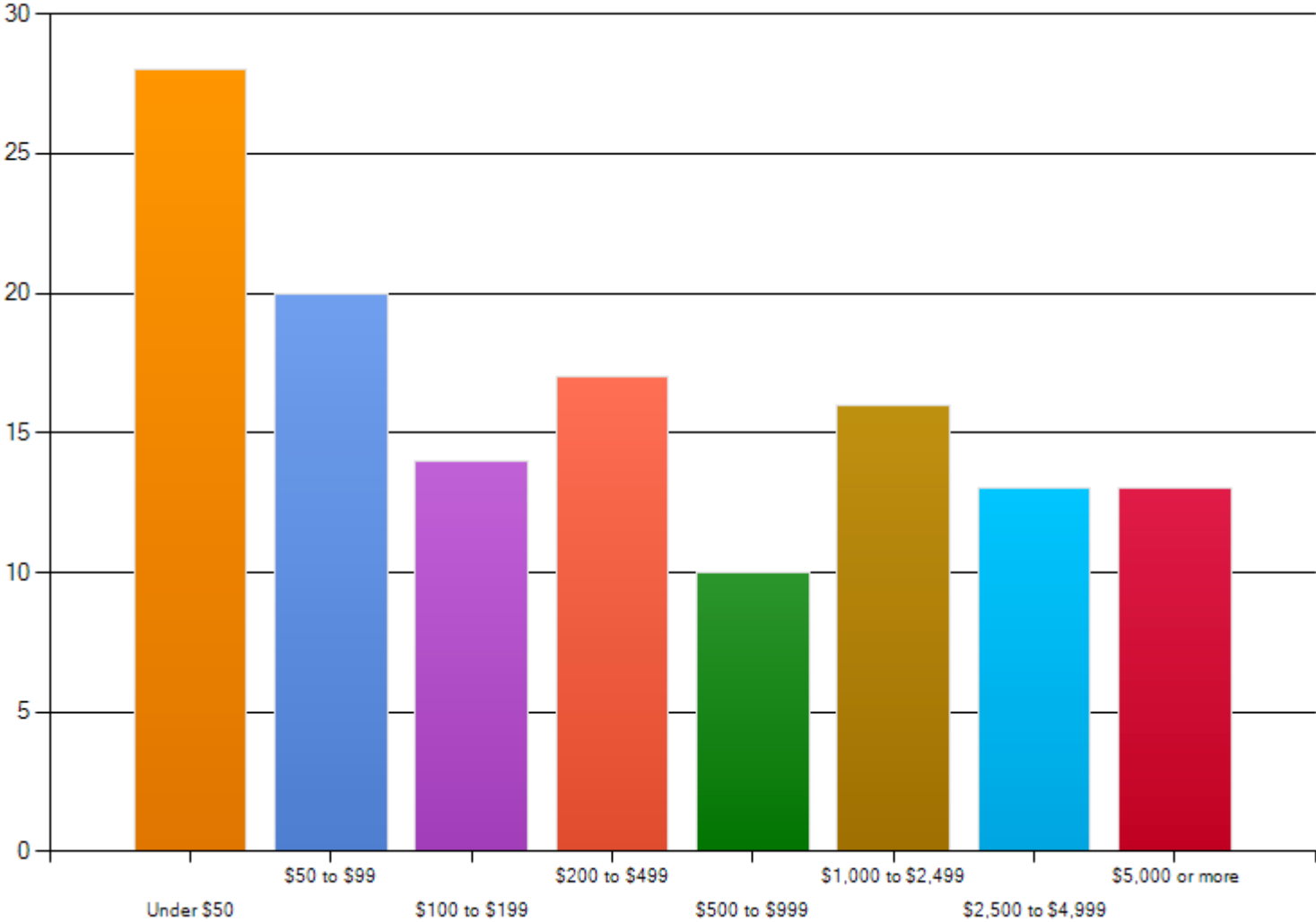
**Approximately what percentage of this budget is allocated for sales reward programs?**



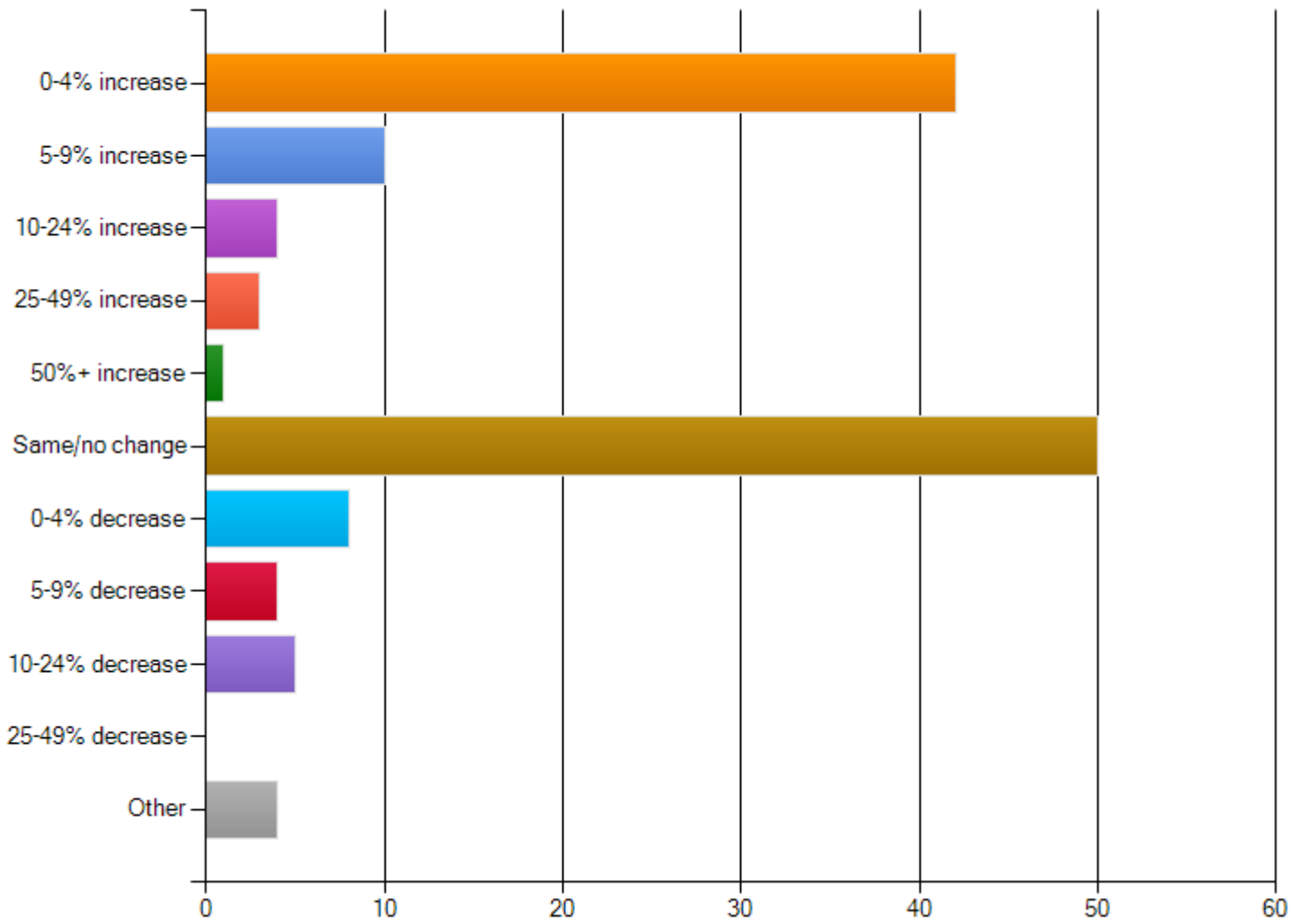
How many sales incentive programs will you offer in 2010?



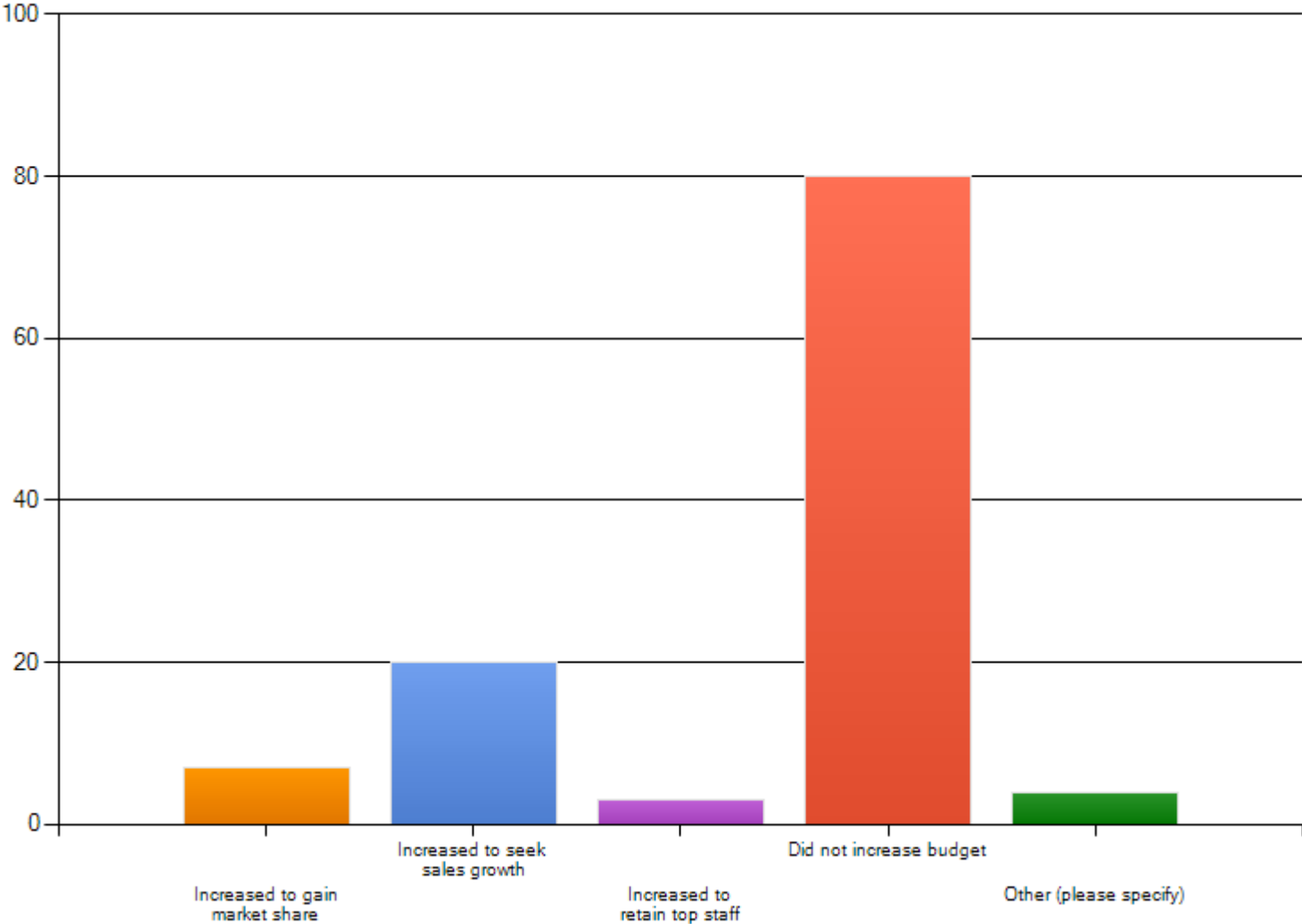
On average, how much will you spend on sales rewards per recipient in 2010?



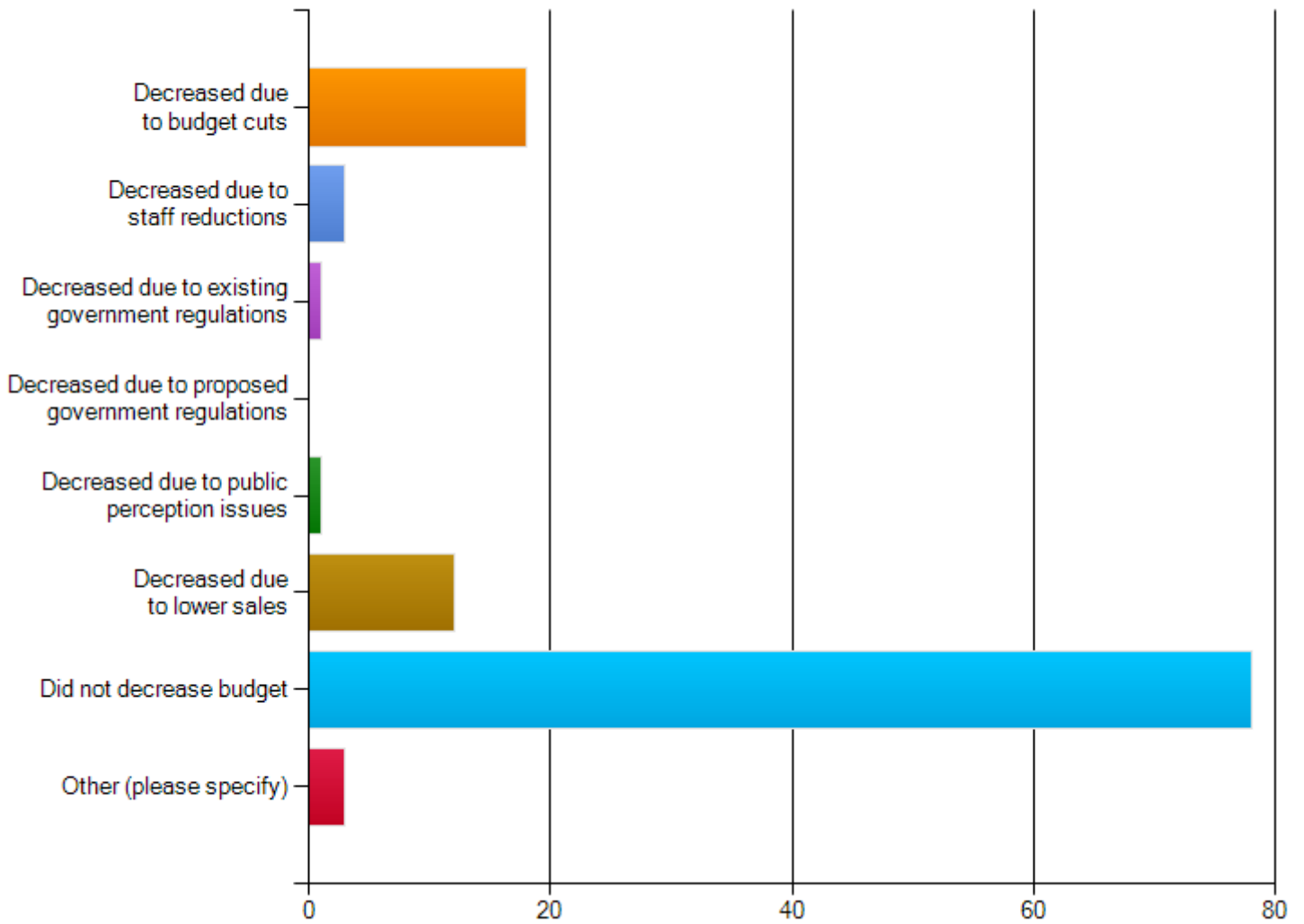
### How much of a change is this from last year?



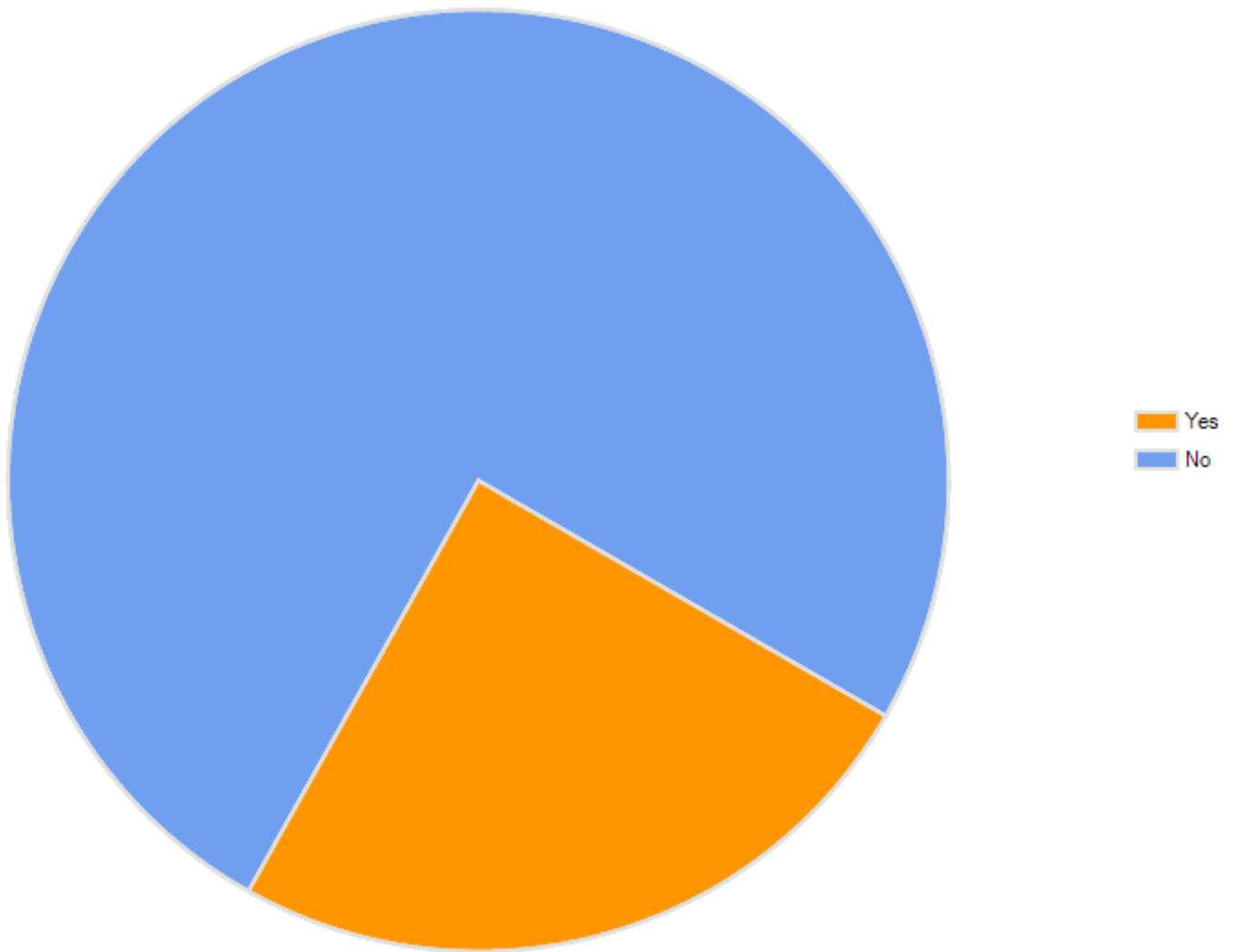
### If you increased your budget, why did you do so?



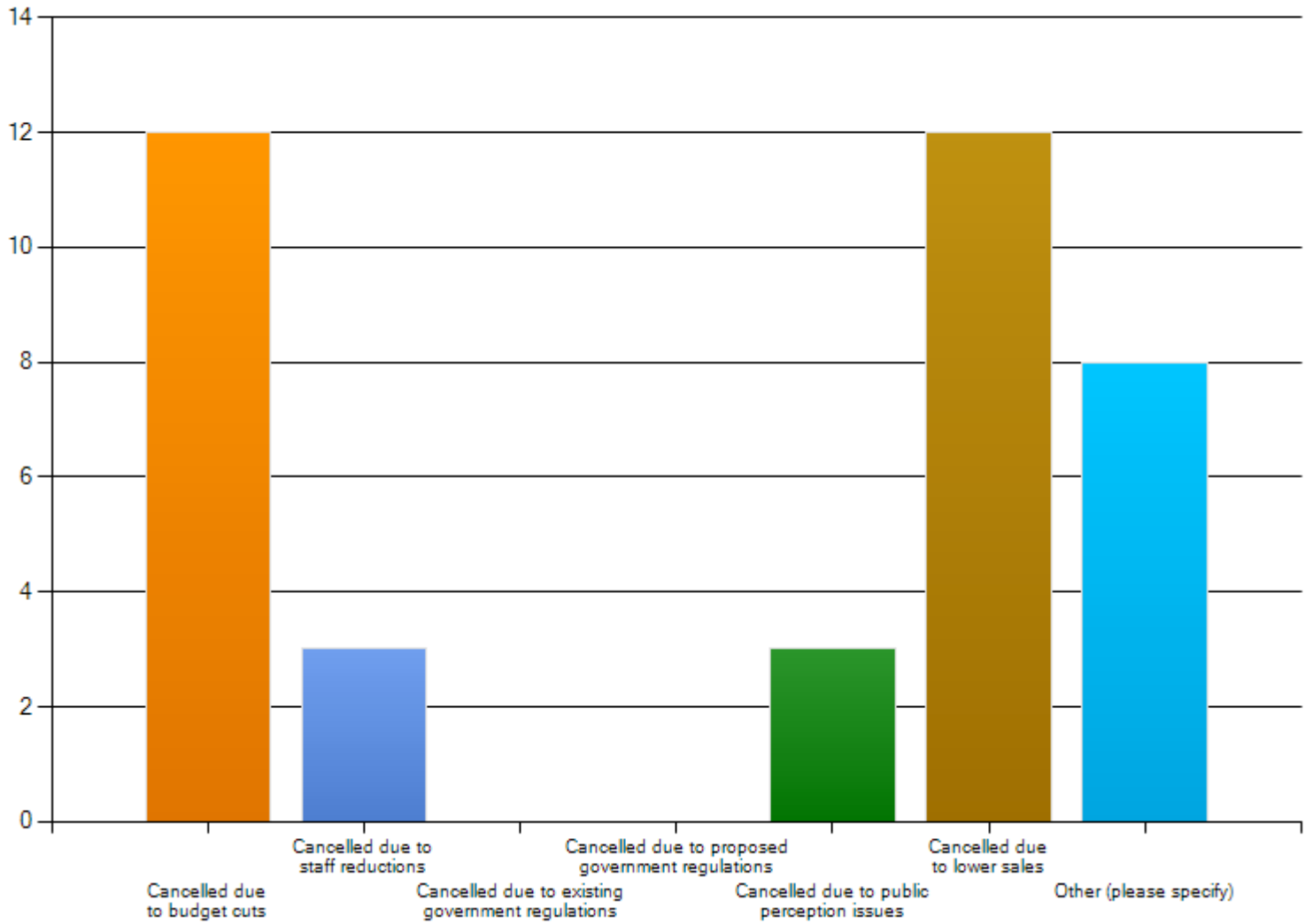
### If you decreased your budget, why did you do so?



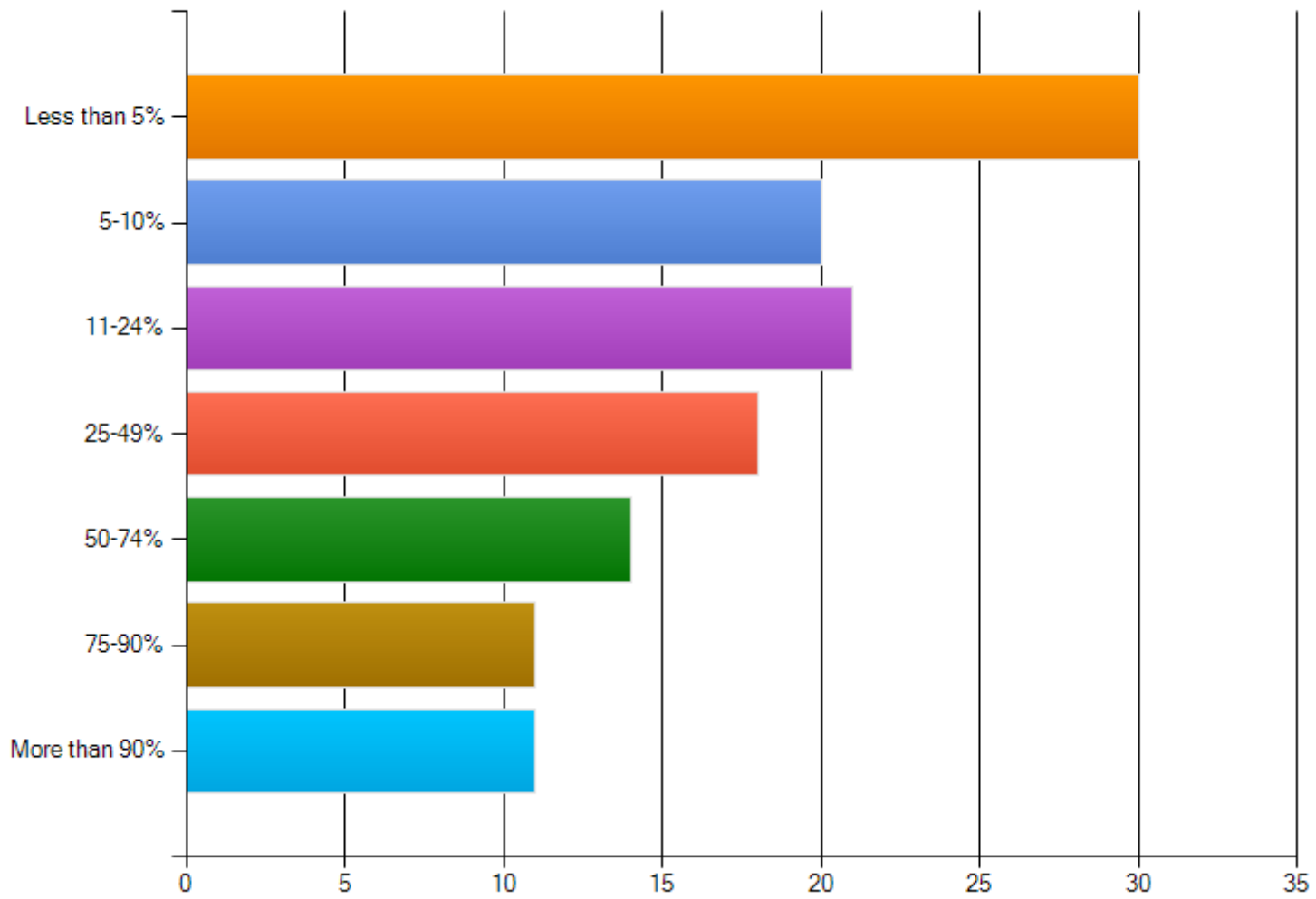
**Have you cancelled any programs for 2010?**



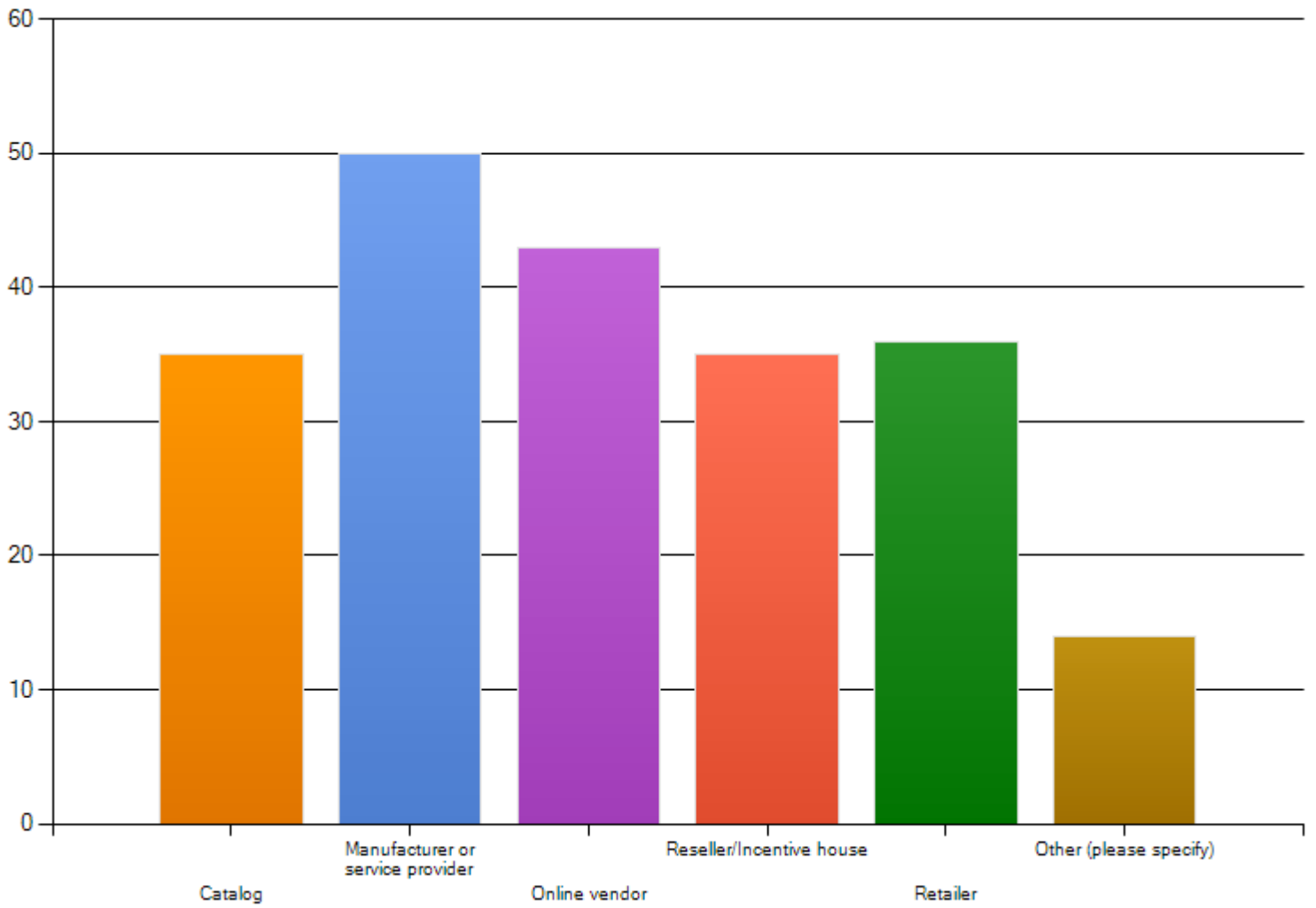
**(IF YES) Why did you cancel any programs?**



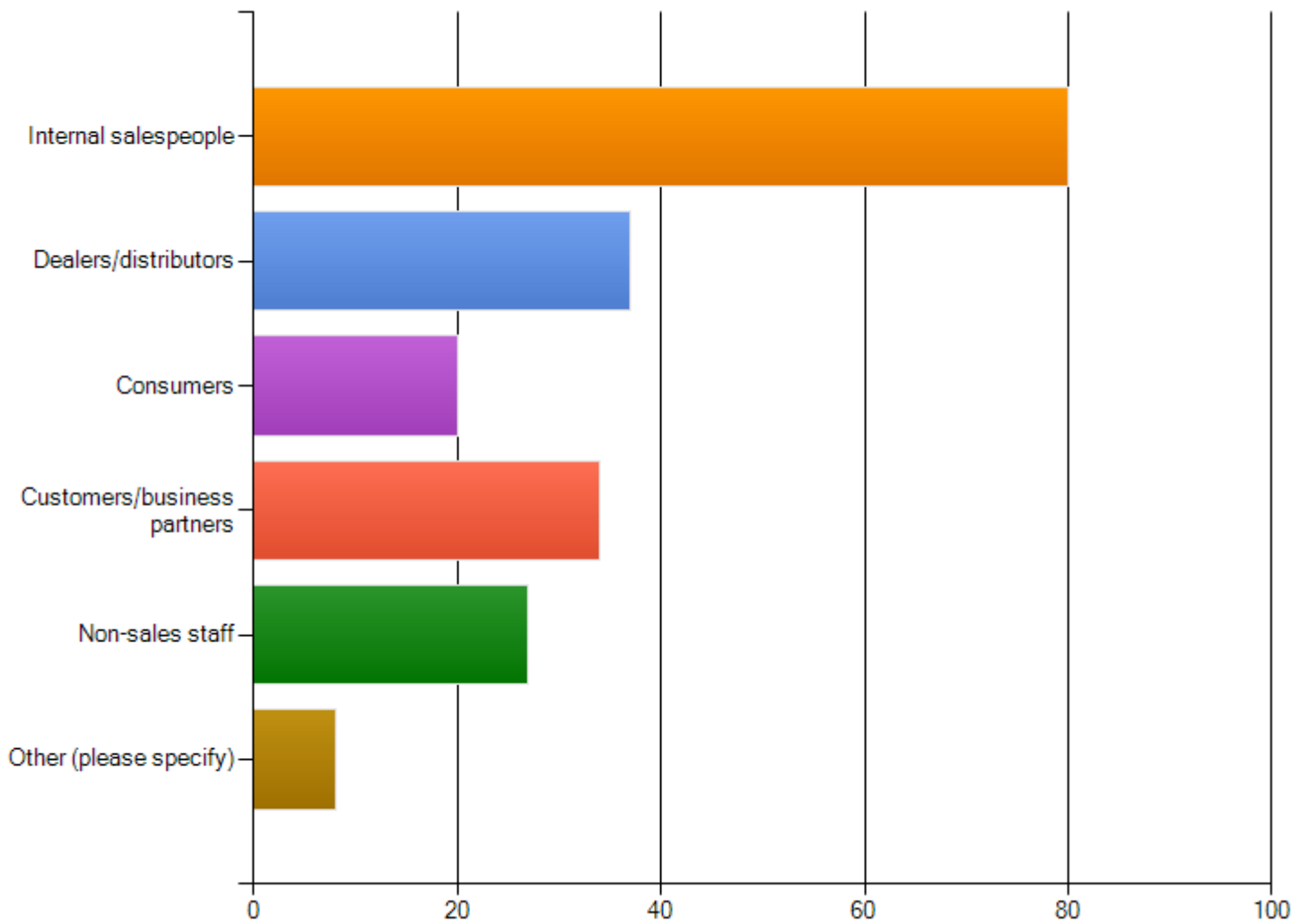
**Approximately what percentage of your company's sales staff typically qualifies for incentive rewards?**



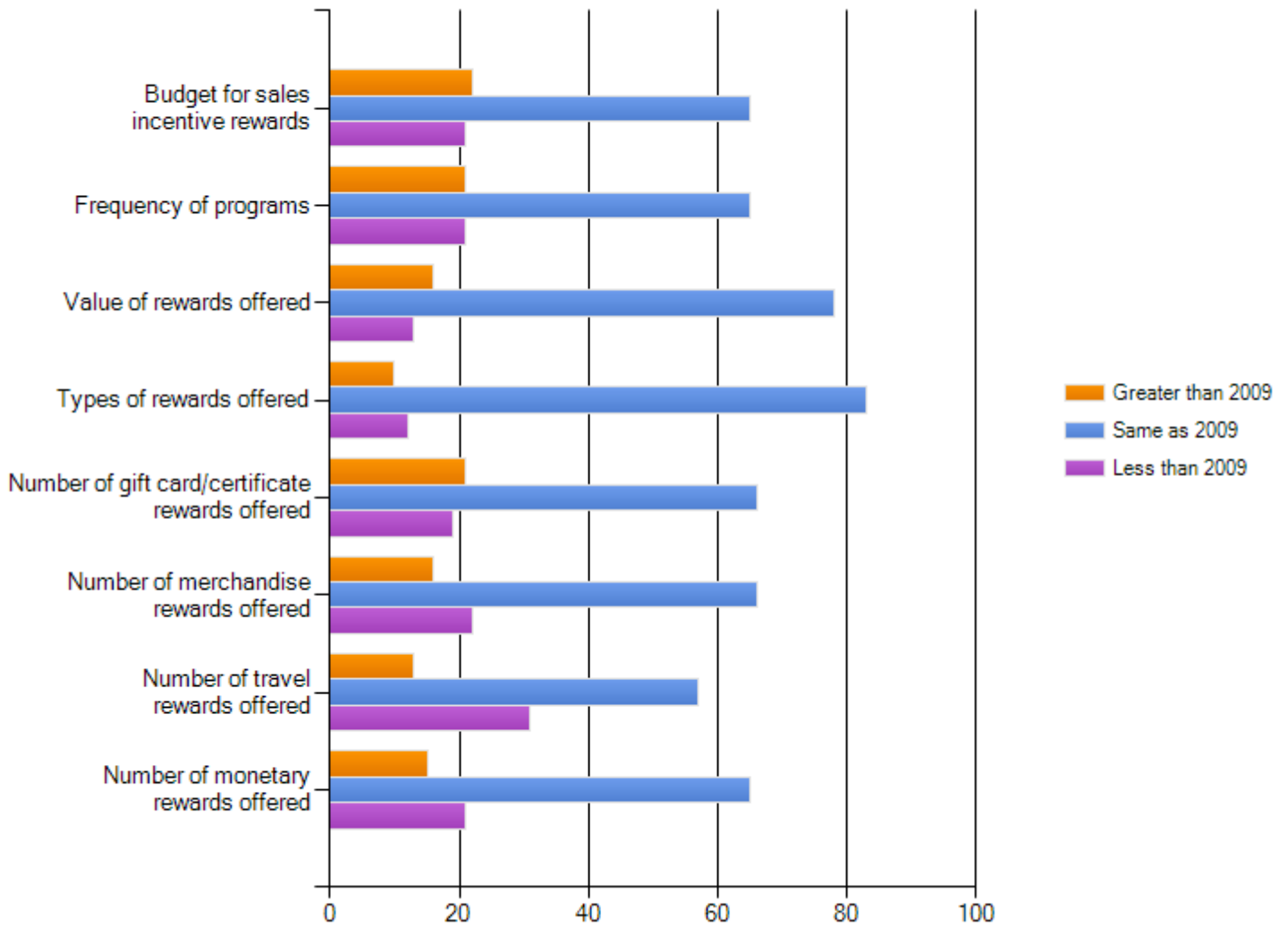
**Where do you purchase rewards used in your sales programs? (Select all that apply)**



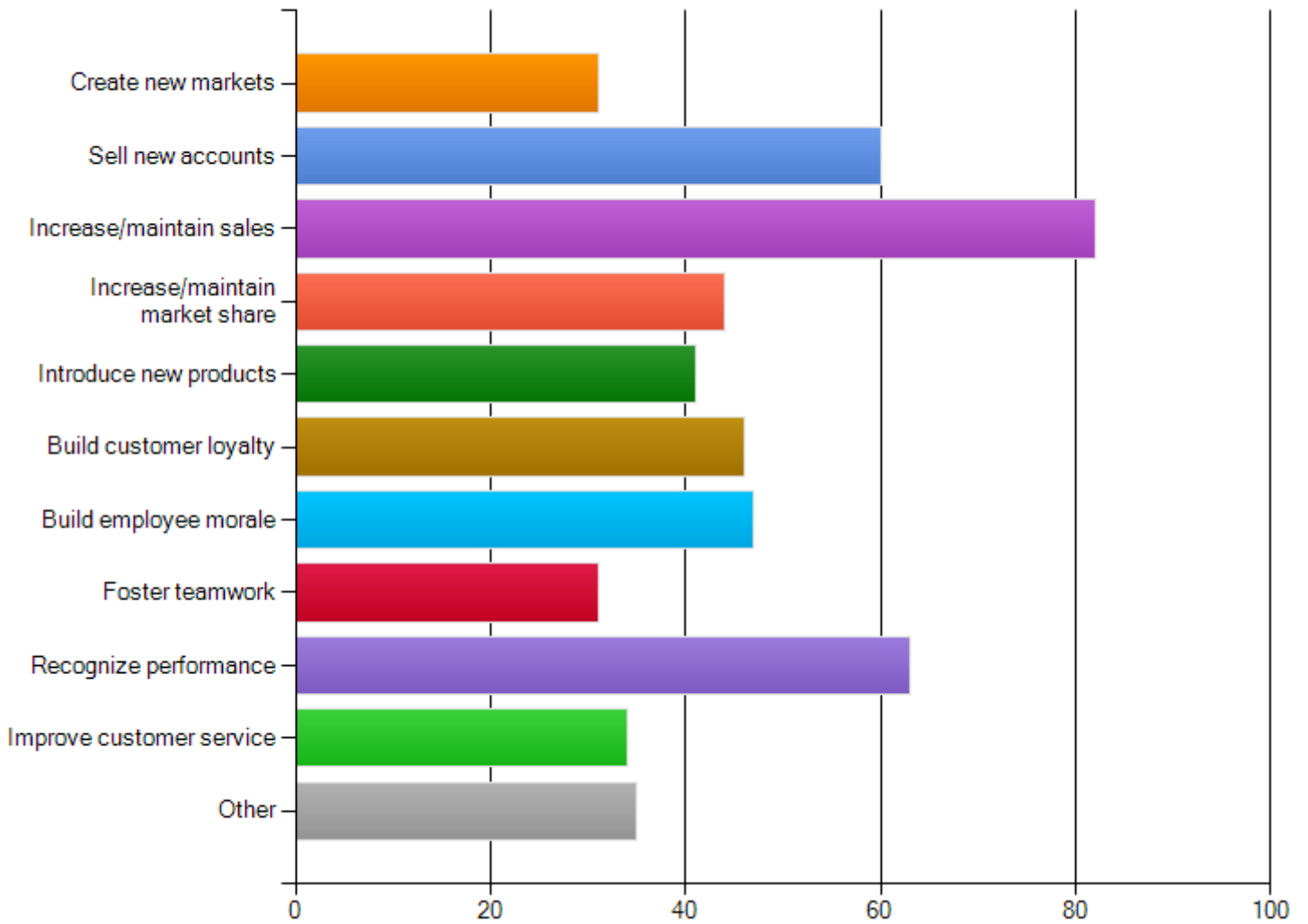
**Which of the following audiences do your sales awards target? (Select all that apply)**



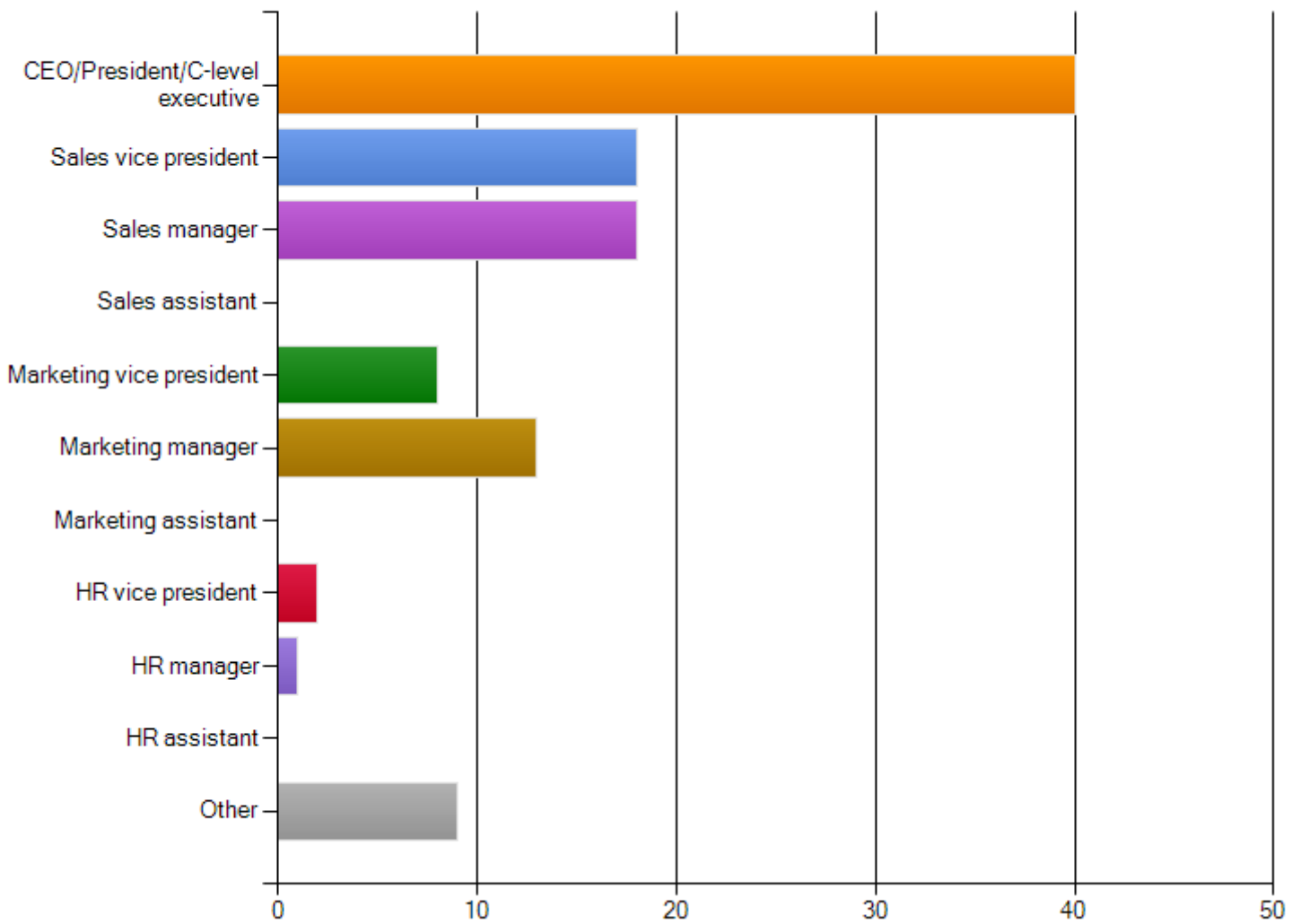
## How will your sales incentive programs in 2010 differ from 2009?



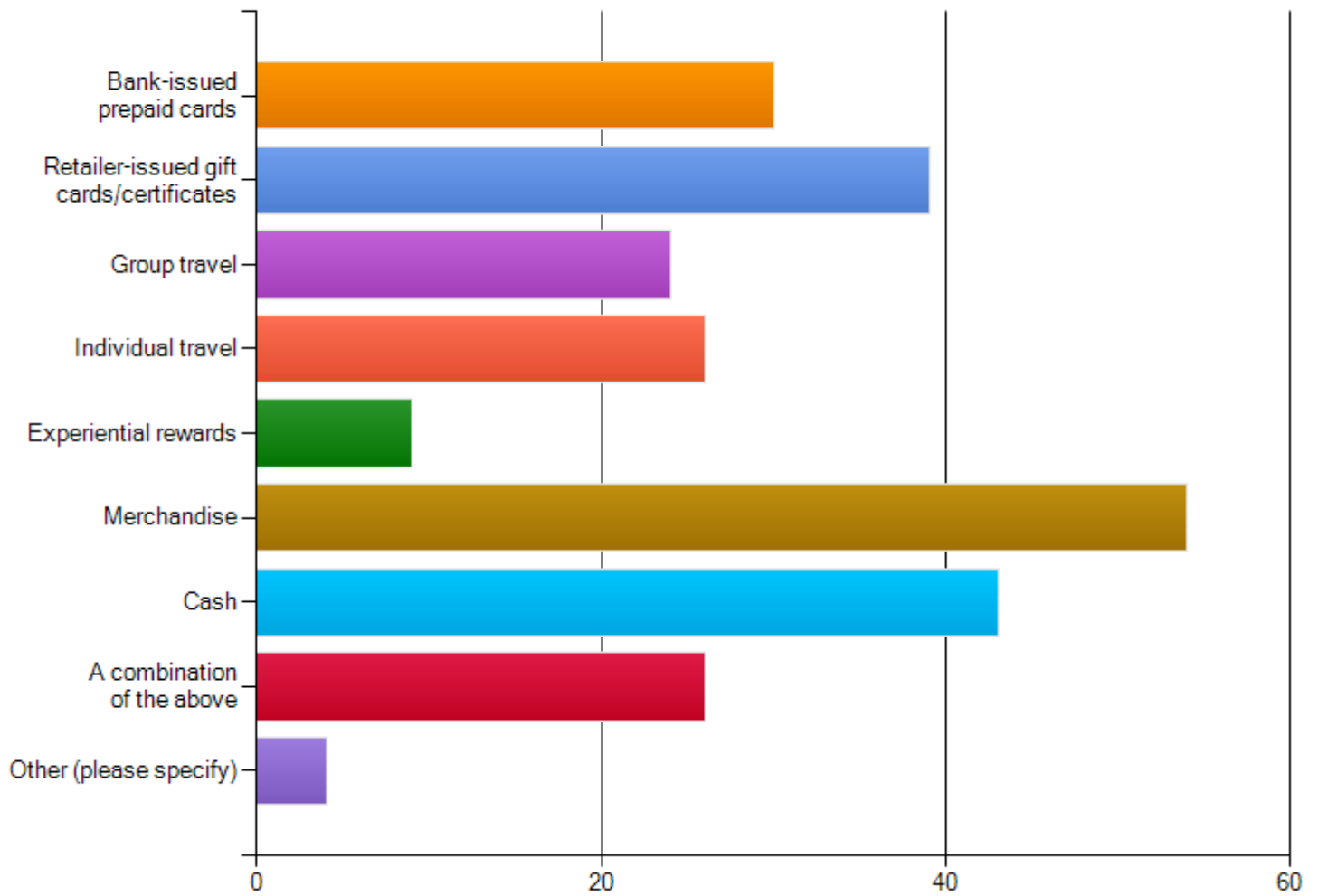
**What are the primary objectives of your sales reward programs? (Select all that apply)**



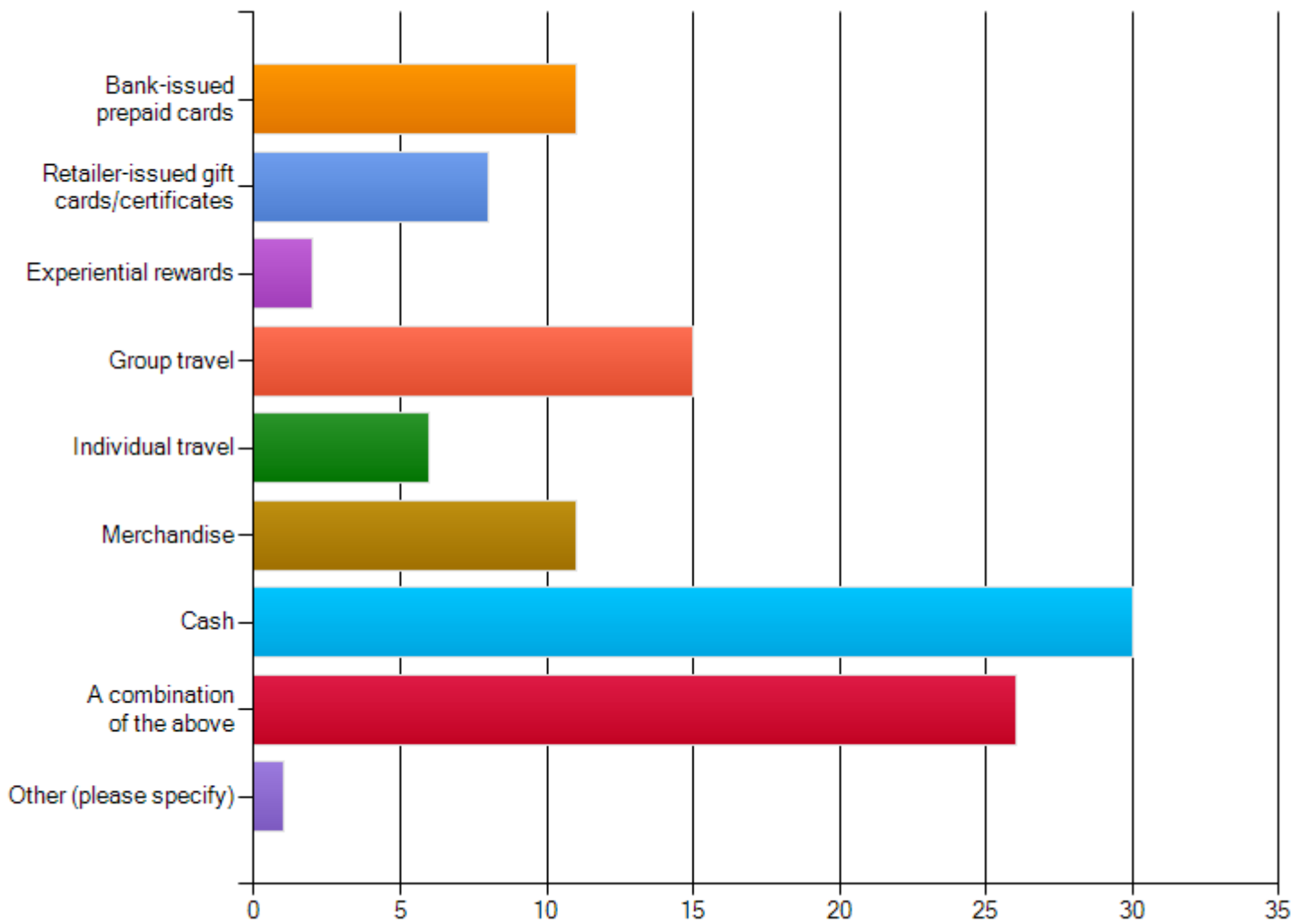
### Who handles your sales incentive programs?



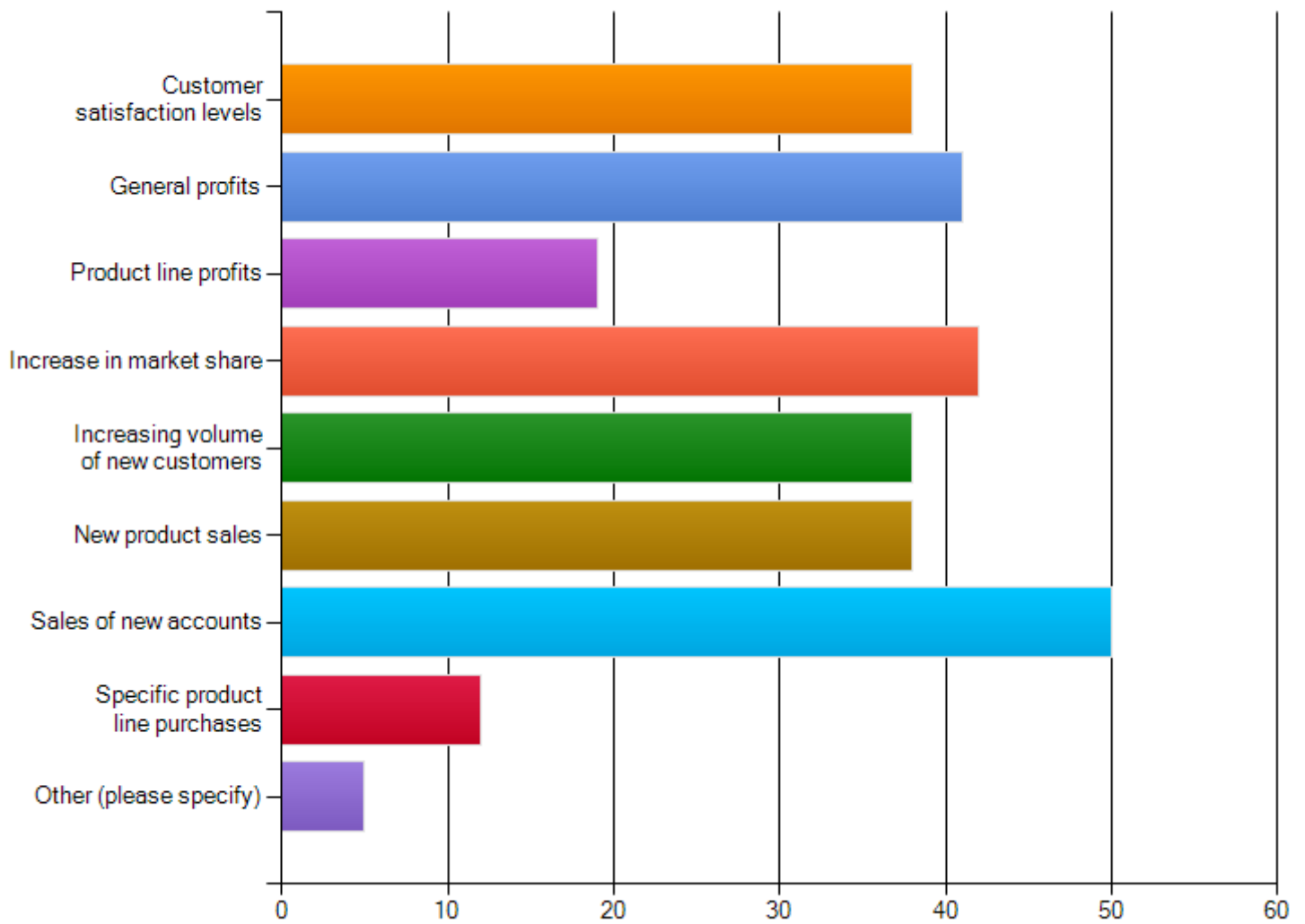
**Which of the following types of rewards will you offer your sales staff in 2010? (Select all that apply)**



**In your opinion, which of the following types of rewards is the most effective?**



**How do you measure the ROI of sales incentive programs? (Select all that apply)**



**Overall, how would you rate the effectiveness of your sales incentive programs?**

