

AN ESSENTIAL GUIDE FOR FRONTLINE SALES MANAGERS

10 Ways to Recognize Your Reps and Build a Culture of Positivity and Performance



Out of all the qualities your top performers share, feeling a sense of accomplishment and belonging at work may be the most significant. People who feel valued are more motivated, experience higher job satisfaction, and see a [56% increase](#) in overall performance. If happier reps are more productive reps, creating a culture of [encouragement](#) is essential to your team's success.

One of the easiest ways sales managers can cultivate this is through personal and team recognition. Even simple gestures of appreciation remind your people that you value their contributions and care about their success. Here are 10 ways managers in the field recognize their people. We hope these give you inspiration on how to recognize your own.

1. Set up [automated recognition](#) within Slack, [Microsoft Teams](#), and email
2. Have your CRO FaceTime a rep to hype a milestone or celebrate when they hit their quota
3. Put your top seller from the quarter's face on a billboard
4. Set aside time in stand-ups for teamwide shoutouts or "snaps"
5. Invite AEs to mentor SDRs or share their win stories in a team meeting, Ambition workflow, or check-in
6. Rally your team to Venmo the person who hits a defined metric within a day
7. Give someone the day or afternoon off to focus on their "self-care commit"
8. Offer to take over a rep's desk for the day
9. Nominate peers for their accomplishments and merits
10. Sponsor someone's favorite meal with an UberEats gift card



"A culture of appreciation has a material impact on productivity."

Nancy Maluso,
Principal Analyst, Forrester

Learn more about creating a culture that breeds better performance and prioritizes wellness at work in this [on-demand webinar](#) featuring Forrester, 6Sense, and Ambition.