

Give each salesperson dot votes on backlog items. Make it clear that backlog items will be prioritized accordingly; when you're out of dot votes, too bad.

Right now, sales is able to get their work prioritized based on the pressure associated with having to fill contracts. Make sales sign corresponding contracts with SWE

Fire that salesman (it's usually a guy, right?)

Timeline on wall depicting expected delivery dates of each feature (new features go at the end)

Customer satisfaction survey when feature isn't delivered on salesman schedule

Visual board of unimplemented features (backlog)

Add sales people to the weekly planning

Share sales commissions with the programmers

Hold Commissions or Tie to Roadmap Adherence

Leaderboard of "emergency features led to \$X of sales"

how do we get sales people to experience reduced optionality?

Tie sales people bonus to a "clean sales" metric, that is, sales made under a process with consent from all parties, SWE, sales, marketing, etc.

Tie sales success to feature delivery

Ordering of requested features displayed and tied to sales timeline

WSJF - what can we get out the door quickest

Add SWE to sales team visits

Maybe, consider that SWE is facing "skin in the game": they're not communicating well with sales, and now are facing the consequences of that

Limit backlog. Have to remove something to add something

Role Swap or "Day in the Life" Exchange