

Emphasize What Where?



Sales Force Motivation

*Techniques to Motivate and Inspire
Salespeople*

What Conditions?

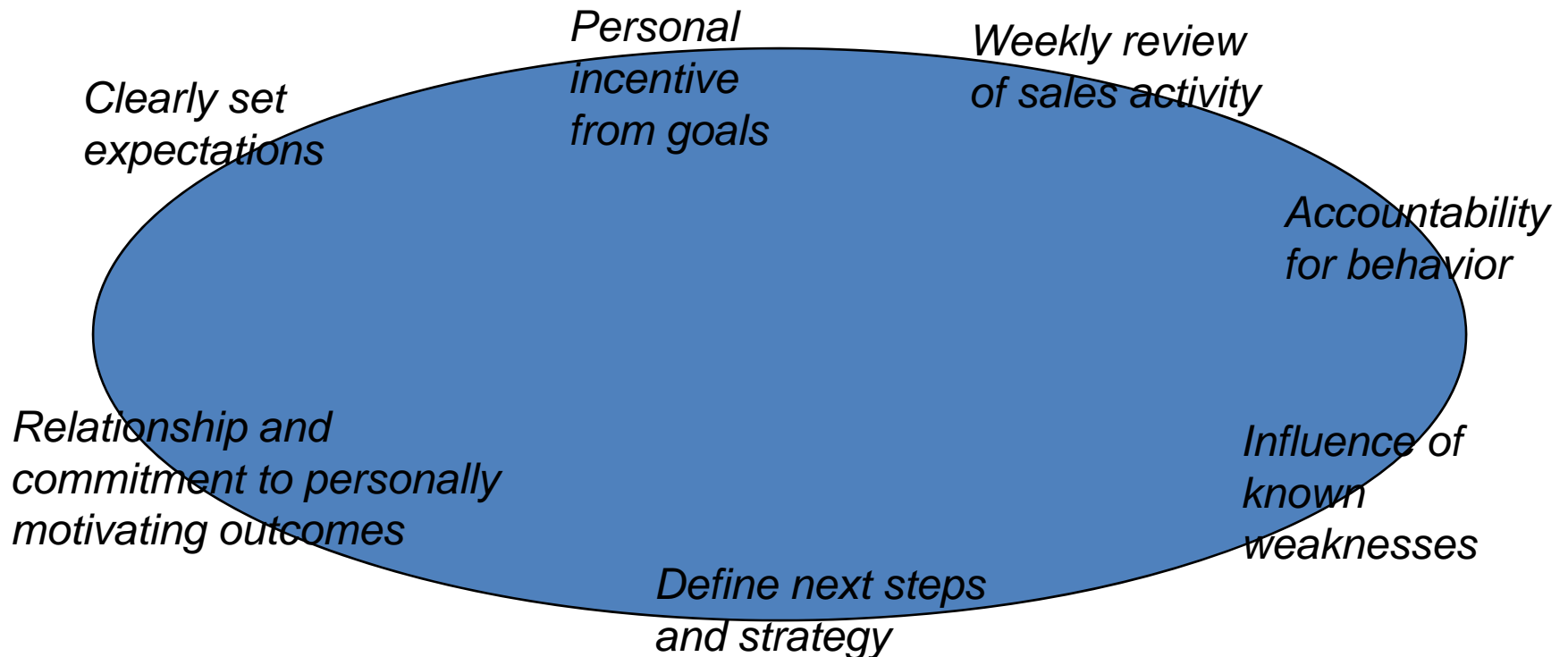
- These must exist, be created or encouraged
 - Desire for financial success
 - Passion for competition
 - Empowered by recognition for achievement
 - Driven by “team spirit”
 - Seeks personal growth and improvement

Why Incentive?

- There must be clear incentive for action
 - Personally compelling financial goals
 - Public recognition
 - Contests and awards
 - Promotion or increased responsibility
 - Compelling non-financial goals
 - Family matters

Should I Have A Process?

- Motivation works best in a defined process



The Upside Of Feedback

- Stroking and praise - everyone needs their ego stroked
 - Appearance
 - Effort
 - Bravery
 - Attitude
 - Diligence
 - Work effort
 - Follow through

Realities Of Motivation

- There are times when your salespeople are feeling down
- Fear as a motivator
 - Selling fears
 - Job security
- Negative momentum
 - One step forwards and two steps back
- Sales meetings are motivational events
 - Positive affirmation
 - Success of others
 - Team spirit

The Sales Manager And Influence

- The role of the sales manager is to increase the motivation level of his or her salespeople while holding them accountable
- Motivation comes from within. A manager can bring it into consciousness and influence its strength

How Do I Influence Motivation?

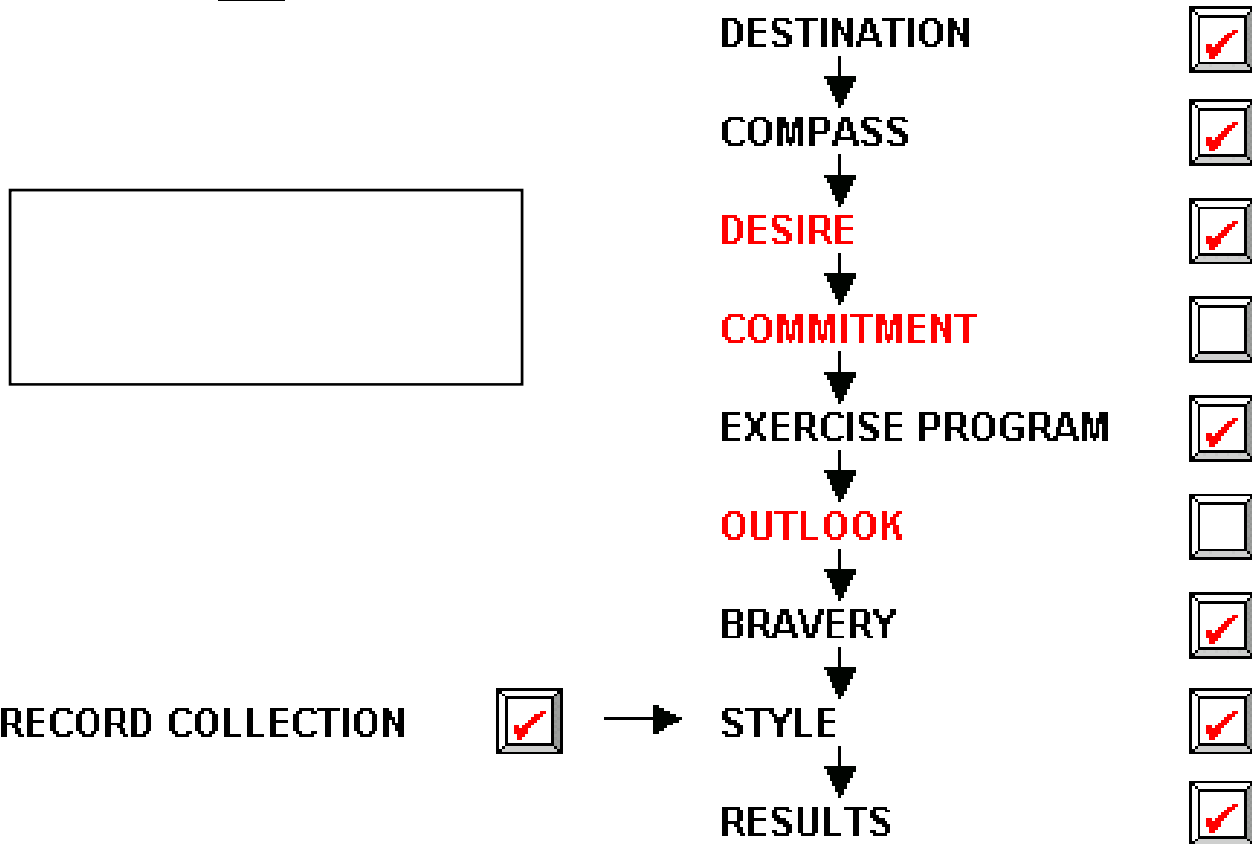
- Go out of your way to help, as long as the effort is there
- Make your salespeople responsible for action
- Don't embarrass people publicly
- Know them better than they know themselves
- Watch for and ask about attitude or outlook changes

How Do I Influence Motivation?

- Make time for one-on-one non-business discussions
- Don't get emotionally involved
- Be willing to use "or-else" management
- Remind them that they are not a salesperson but a person in a sales role
- Have fun and expect fun

Motivation And Results

 =NEEDS HELP IN THAT AREA



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