

7 Popular Ways

to

Motivate Your Sales Team



# Motivation

Is a word, frequently used by Sales Managers and Sales people and yet I believe is misunderstood.

- First let's be clear, one person can not do something to another to motivate them

I know, this may contradict what you thought



# Motivation

- What a Sales Manager can do are things that tap into a Sales persons motivations

How???

- By knowing what's important to them and using this to tap into their motivation



# Here are 7 popular ways to tap into your Sales Teams motivations

- ✓ Know what your team considers important
- ✓ Communicate with your Sales Team
- ✓ Set Goals that challenge your Sales Team
- ✓ Get them into Action



# Here are 7 popular ways to tap into your Sales Teams Motivations

- ✓ Provide the necessary tools for your team
- ✓ Manage the less-than-stellar performers
- ✓ Give credit to whom it is due



# Know what your team regards as important

- ✓ Avoid assuming you know this already
- ✓ Ask them what is important
- ✓ Prioritise the list as a team and individually
- ✓ Tailor how you use the info by individual



# Communicate with your Sales Team

- ✓ Have open communication where people can share ideas with out fear of judgement
- ✓ Keep your team updated with what's happening and what they can expect
- ✓ Use a mixture of calls, face to face, meetings and email



# Communicate with your Sales Team

Make it important to communicate  
company changes, re organisation  
in person and not by email





# Set Goals that challenge your Sales Team

You have a sales team full of talent

Expect the best and guess what might happen?

- ✓ Give them a reason to strive to achieve what your company expects and they desire



# Get them into Action

Motivation is not a one way street or one person show

- ✓ Involve your sales team in your projects
- ✓ Show trust and delegate more
- ✓ Demonstrate how you value their input

You'll be amazed how they want to do more with you



# Provide the necessary tools for your team

- ✓ A High Performing Team needs the tools to do the job
- ✓ Make available training, marketing materials, sales records, customer account information, appropriate technology
- ✓ Plus an environment where they can thrive



# Manage the less-than-stellar Performers

“A Chain is as strong as it’s weakest link”

Your weakest link could be a heckler, slacker, the abrasive one, Mr/Miss Individual or just the shyest member of the team

Who ever it is, they affect your results



# Manage the less-than-stellar Performers

- ✓ Your team expect you to deal with this person and quickly
- ✓ Deal with it and show your sales team who is in charge..
- ✓ It can motivate the whole team!!



# Give credit to whom it is due

- ✓ Remember to always recognise and reward where necessary
- ✓ Recognise and reward the “what’s been done” as much as the “Result”

People may have worked so well and not quite got the deserved result...say thank you



# Manage the less-than-stellar Performers

- ✓ Sales Managers are often very busy, juggling a variety of demands
- ✓ It's easy to get caught up in doing, doing
- ✓ In my experience the most under used words in a sales managers vocabulary are

“Thank you” and “I Value You”

Decide now to use them with  
your sales team





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