

Summary

Salespeople are at the 'tip of the arrow' for the company. They are often the only people your customers actually meet and see. Keeping them motivated, on task, and productive is key to business value and revenue growth. Integrating these ideas can go a long way toward increasing salesperson productivity and satisfaction.



ACTIVTips

Summary information or practical advice for business leaders, ACTIVTips represents best practices for businesses seeking new opportunity, predictable growth, and leadership excellence. Integrating ACTIVTips into your business can help you consistently **"Lead Like Never Before."**



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Sales - Motivating Salespeople

Salespeople are generally thought of as 'coin operated' individuals. By that, if one adjust the 'coin' then the proper behavior will follow. This is, however, not an accurate view of salespeople and how to motivate them to higher performance and productivity. Like everyone else, salespeople are also motivated by non-monetary, intrinsic behaviors and rewards. Below are a list of things which have been found to work across companies, industries, and sales organizations.

Setting Goals: This may seem obvious to many. However we would all be surprised at how often clear, actionable, and measurable goals are not established with salespeople. Not setting goals creates ambiguity, difficulty in measuring progress, and discouragement for the salesperson. These goals should take into account overall revenue, gross profit contribution, territory and account management goals, lead conversion rates, closure ratios, and the like.

Training: Salespeople need training beyond the initial company-based training. They, like other employees, are interested in how they can better their craft, be more effective at selling, and further their skill set for advancement. Business tends to desire to keep salespeople in the field, thinking that salespeople in training equates to 'lost opportunity.' Instead, offer training opportunities to your salespeople and give them time to participate - viewing such as an investment in your and their future.

Build Relationships: As is often the case, salespeople are trained and let loose in the field to make sales. Then left alone unless there is a problem to attend to. Salespeople can feel isolated as they are disconnected from the business by not being in the office as other employees are. Create opportunities to connect with each of your salespeople in 1-on-1 meetings or scheduled 'ride-a-long' activities to see them in action and to build crucial interpersonal relationships. You are their conduit to the company.

Accountability: People want to know how they are doing. Salespeople are no different. Proactively create opportunity to get all your salespeople together to create accountability to actions and results, individually and as a group. Regularly schedule team sales meetings to share progress, obstacles and solutions, 'wins', and ideas on how to improve you market and sell your products/services.

Promote Excellence: Your customers need to be able to trust your salespeople. You need to be able to trust them as well. Promote values and create a culture where excellence in everything is required. Challenge your sales team to new levels of personal and professional integrity and ensure that expectations are clearly conveyed and understood.

Build Trust: Salespeople want to know that they have representation within the company. That they are not alone without a 'voice' for matters of policy, order fulfilment, customer support, and the like. Similarly, salespeople want to know that they have the support and encouragement of their peers and managers - allowing the salespeople to focus on selling instead of interoffice politics or non-selling issues. Work with your sales team to build their trust in you and with each other.

Coach, Don't Pressure: To be sure, a 'pressure cooker' environment can bring short-term results. But, the long-term outlook becomes severely damaged. Coach your salespeople to greater levels of performance instead of using threats or punishment. By coaching to performance you will actually improve overall revenue and you will reduce costly turnover problems.

Solve Problems Quickly and Decisively: Salespeople live in a world of winners and losers. They know who is performing and who isn't. Salespeople like to be part of a winning team, not hang out with losers. If you have salespeople who aren't meeting expectation, quickly coach them to the expectation or move them elsewhere. Don't let non-performers linger in the 'hopes' of a recovery. Doing so diminishes your credibility with the sales team as well as creates an atmosphere inconsistent with excellence.

Integrate with Marketing: Break down the artificial barrier between sales and marketing. Help salespeople to understand that marketing is their single biggest advocate and partner in finding more deals and giving the salespeople the tools to close more business. Help the marketing team to solicit input from the sales team on promotions, campaigns, and sales tools to accelerate impact and heighten return on investment.

Provide Opportunities for Growth: "Eagles don't flock." Your best and most productive salespeople will be constantly looking for new opportunity for professional and personal growth. Provide those opportunities within your company or risk losing the best to the competition.