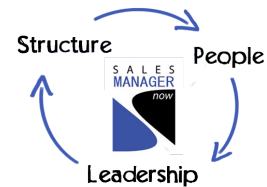


85 Motivational Ideas To Increase Sales



There are two ways you can approach motivation. You can supply the energy or incentive to motivate someone or create the environment, circumstances, and support that allows them to easily tap into their motivation. The first way is what is called external motivation and the second is tapping into ones internal motivation.

Most of the 85 ideas are focused on allowing your sales people to tap into their motivation. There are some contest ideas that could be considered to be external motivators and there's nothing wrong with tossing some in. But if you want a sales team that can motivate themselves consistently, focus on creating the right structure, leadership and relational skills.

The ideas are broken into 14 categories and they all fit into managing sales teams more effectively in less time.

Setting Expectations

1. Set goals that are challenging but attainable and that the salesperson believes in and will commit to.
2. Define their territory so they know where and who you want them to call on
3. Define your ideal client so they don't waste time bringing in customers you reject
4. Have current job descriptions that clearly state their role and responsibility so they can channel their motivation
5. When assigning them a project or task be clear about your desired outcome, their authority regarding decisions, timelines and how they should report back

Share Business Information

6. Provide the vision of where your business will be in the future.
7. Share your decision making values so they understand how to make decisions that you support
8. Keep them in the loop of how the company is doing financially and not just the sales side
9. Share when things are tough so they can choose to help
10. Share the wins of the business that are not obvious, especially when you can tie it back to their efforts

Compensation

11. Have your compensation plan written and understood not only by you but by the team and accounting
12. Provide the right balance of salary to commission to provide support and incentive
13. Create short-term bonuses for areas of the business that you want to promote
14. Provide commission and bonus progress reports on a monthly basis
15. Pay people on time and with details of their commission and bonus
16. Create an all employee bonus program that includes the sales team at the same earning level as other employees (don't treat them special)

Communication

17. Respond to their questions in a timely manner
18. Slow down and really listen to what your sales people may need or are sharing when you sit down to converse
19. Send them back an email outlining what you heard from them and what you or they will be doing if action is required after a conversation

Provide Product Education and Support

20. Invite vendors in to educate.
21. Assign reading to help them stay up on the product - make it mandatory.
22. During sales meetings have each member share anything new they have learned about the product or service that you offer.

23. Send them to key vendor plants or head quarters

Recognition

24. Recognize activity and behavior as well as results and achievement
25. Praise them privately and publicly when appropriate
26. Build them up in front of customers and clients
27. Let their spouse know how well they are doing and how much you appreciate them

Accountability

28. Confront poor performance or activity and set up an action plan for improvement
29. Provide education to correct deficiencies in knowledge or skills
30. Confront and correct when processes or procedures are not being followed
31. In your correction always provide choice. We always have a choice, some of our choices mean we don't want to work here.
32. Don't let them whine or become entitled
33. Let poor performers or those with poor behavior go
34. Review dashboards, score cards or reports in sales meetings so all can see

Provide Responsibility

35. Allow more decisions to be made by your people
36. Allow sales people to lead a sales meeting
37. Give a salesperson the responsibility and authority to schedule vendors to bring education to the company
38. Authorize price adjustment authority to a level you are comfortable with
39. Teach then allow sales people to develop their own sales plans
40. Allow them to solve some department problems like proposals, process, product offering. Trust them a little more than you do now in these areas

Generate Leads

41. Invest in marketing or lead generation that provides potential buyers for your sales people
42. Have your marketing materials and web site up to date and have the web site be a lead generating source
43. Provide referral skills training for your team
44. Encourage all employees to listen for leads from customers and forward them to the sales department
45. Develop a drip marketing follow up system sent to prospects and visitors

Sales Meetings

46. Read a book and learn together
47. Bring in online video sales education to learn and discuss.
48. Practice sales skills like asking questions
49. Invite guest speakers that can help them do their job better
50. Watch inspirational speakers together then ask them to commit to doing something different this week based on what they watched
51. Allow for group discussion but facilitate the discussion so it does not get one sided or become a soap box
52. Play a game - a light meeting is always welcome from time to time

Organization

53. When you are organized it helps them be organized and efficient. When you are not it can slow some processes down.
54. Have a clear and documented process for sales people to follow
55. Support and enforce all processes and procedures and don't let stars get away with things. It will be a de-motivator for others.
56. Make sure everyone understands the chain of command and the levels of authority in the organization

Challenge Sales People

57. Challenge them to see a better type of customer
 - a. Larger
 - b. Wider product mix

- c. Easier to work with
- d. More influence for referrals
- 58. Challenge them to sell more
- 59. Challenge them to improve their business acumen
- 60. Challenge them to increase their product knowledge
- 61. Challenge them to help others
- 62. Challenge them to improve their communication skills

Contest Ideas

- 63. Any contest where the winner takes the whole prize
- 64. Everyone wins for reaching a certain level but the top seller wins an extra bonus
- 65. Create teams and have a team contest
- 66. Create interdepartmental teams and set up contests and rewards (customer service and sales)
- 67. Annual contests
 - a. Have vendors provide the prize
 - b. Company provides a prize
- 68. Contest categories
 - a. Sales Volume
 - b. Type of product or service
 - c. Type of customer
 - d. New customers
 - e. Existing customer growth
 - f. Cross selling product/service lines
 - g. Referrals asked for
 - h. Referral introductions received
 - i. Following new processes
 - j. New product introductions
- 69. Prizes
 - a. Money
 - b. Pizza party
 - c. Weekends away for spouse and employee

- d. Dinner gift certificates
- e. Plaques
- f. Parking spot

70. Keep a scoreboard so everyone knows where things stand

Show Them You Care

- 71. Call them to just see how they are doing and if they need something
- 72. Leave them an email to have a nice weekend and mean it
- 73. Send them home early when you see them burned out
- 74. Know their personal goals so you can remind them when they need motivation
- 75. Sit and have coffee or lunch now or then and fully listen to them
- 76. Go with them on some sales calls and support their efforts
- 77. Ask them for input on areas that impact their role - products, price, customers, customer service, process and contests
- 78. Implement their good ideas
- 79. Don't hold a grudge if they make mistakes, let them know you know you can count on them to learn from the mistake.
- 80. Listen to their needs and make commitments to provide and follow through promptly
- 81. Demonstrate you believe in them
- 82. Foster a culture of gratitude
- 83. Don't treat them special or as problems. Treat all employees including sales people respectful and with belief in their abilities
- 84. Challenge them - see challenge area
- 85. Confront poor performance - see accountability