

Motivating Your Sales Team

"Sales are contingent upon the attitude of the salesman, not the attitude of the prospect." William Clement Stone

Finding the right inspiration is vital if you want a successful sales team. Discovering the right incentive for each member of your sales team is important since motivation works best when it is developed internally.

Our Motivating your Sales Team workshop will help sales managers/team leaders create the right motivating environment that will shape and develop their sales teams with the right attitude and healthy competition. The workshop is designed to help participants target the unique ways each team member is motivated, to drive them towards success. Harness this through better communication, mentoring, and developing the right incentives.



Course Objectives and Content

KEY LEARNING OBJECTIVES

1. Explore different ways of intrinsically motivating sales teams.
2. Understand the importance of communication and training in motivating sales teams.
3. Learn to help your team feel and act like an integral part of the organisation.
4. Apply the principles of fostering a motivational environment in your own organisation.

WHO IS THIS FOR?

This course is suited for sales managers/team leaders and can be adapted across all levels.

COURSE CONTENT

1. Creating a motivational environment; frequent team check-ins, train your team, emulate best practices, one size does not fit all!
2. Communicate to motivate; regular group meetings, regular one on one meetings, focus on strengths and development areas, ask for feedback.
3. Train your team; focus on training and development, peer training, mentoring, keep the focus positive!
4. Emulate best practices; look to industry leaders, solicit team member suggestions, take a field trip! Leverage outside expertise.
5. Provide tools; the right tools, ask team members what tools they need, provide high quality tools, allow for training.
6. Find out what motivates employees; one size does not fit all, find what motivates individuals, find what motivates the team.
7. Tailor rewards to the employee; motivation is personal! Choose 1-3 motivators, employee's personal goals, reward achievements.
8. Create team incentives; incentives foster teamwork, team goals, choose 1-3 motivators, reward achievements.
9. Implement regular incentives; mark milestones, encourage friendly competition, keep value reasonable.
10. Recognise achievements regularly; recognition motivates! Recognise achievements publicly, document achievements.

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