



SALES MOTIVATION

A Visual Guide for Growing Businesses

What is it?



Sales Motivation is the driving force behind your Sales team's performance and your business growth.

Why are we talking about it?



Keeping your sales team engaged and motivated is a fundamental problem for small and growing Businesses, especially in a competitive market environment.

What are its benefits?



- Increased productivity
- Higher engagement
- Improved staff retention
- And increased revenue generation

What are the types of motivation?



Extrinsic motivation

is based on the belief that people dislike working and external inducements are necessary to improve, maintain productivity.



- Incentives and commissions (based on performance)
- Introduce gamification
- Create multi-tiered contests (eg. best performer)
- Public recognition & rewards (certificates & paid travel)

Intrinsic Motivation

focuses on an employee's internal motivation level. In this technique employees are provided freedom to work by themselves



- Tactical decision-making exercises
- Explore self-management topics like yoga and mental health
- Team collaboration exercises

Growing businesses need to employ the right mix of Sales Motivation tactics to keep employees engaged and reap benefits across the board.