

## Motivating Your Sales Team

Everyone can always use some inspiration and motivation. This workshop will help your participant's target the unique ways each team member is motivated. Finding the right incentive for each member of your sales team is important as motivation works best when it is developed internally. Harness this through better communication, mentoring, and developing the right incentives.

Motivating Your Sales Team will help your participants create the right motivating environment that will shape and develop their sales team with right attitude and healthy competition. Instilling that unique seed which grows the motivation in your team will ensure an increase in performance and productivity. Have the best sales team you can have through better motivation.



### Course Outline:

#### Module One: Getting Started

- Housekeeping Items
- Pre-Assignment Review
- Workshop Objectives
- The Parking Lot
- Action Plan

#### Module Two: Creating a Motivational Environment

- Frequent Team Check-Ins
- Train Your Team
- Emulate Best Practices
- One Size Does Not Fit All!
- Case Study
- Module Two: Review Questions

#### Module Three: Communicate to Motivate

- Regular Group Meetings
- Regular One on One Meetings
- Focus on Strengths and Development Areas
- Ask for Feedback
- Case Study
- Module Three: Review Questions

#### **Module Four: Train Your Team**

- Focus on Training and Development
- Peer Training
- Mentoring
- Keep the Focus Positive!
- Case Study
- Module Four: Review Questions

#### **Module Five: Emulate Best Practices**

- Look to Industry Leaders
- Solicit Team Member Suggestions
- Take a Field Trip!
- Leverage outside Expertise
- Case Study
- Module Five: Review Questions

#### **Module Six: Provide Tools**

- The Right Tools
- Ask Team Members What Tools They Need
- Provide High Quality Tools
- Allow for Training
- Case Study
- Module Six: Review Questions

#### **Module Seven: Find Out What Motivates Employees**

- One Size Does Not Fit All
- Find What Motivates Individuals
- Find What Motivates the Team
- Tailor Rewards to Employees
- Case Study
- Module Seven: Review Questions

#### **Module Eight: Tailor Rewards to the Employee**

- Motivation is Personal!
- Choose 1-3 Motivators
- Employee's Personal Goals
- Reward Achievements
- Case Study
- Module Eight: Review Questions

**Module Nine: Create Team Incentives**

- Incentives Foster Teamwork
- Team Goals
- Choose 1-3 Motivators
- Reward Achievements
- Case Study
- Module Nine: Review Questions

**Module Ten: Implement Incentives**

- Regular Incentives
- Mark Milestones
- Encourage Friendly Competition
- Keep Value Reasonable
- Case Study
- Module the: Review Questions

**Module Eleven: Recognize Achievements**

- Recognition Motivates!
- Recognize Achievements Regularly
- Recognize Achievements Publicly
- Document Achievements
- Case Study
- Module Eleven: Review Questions

**Module Twelve: Wrapping Up**

- Words from the Wise
- Review of the Parking Lot
- Lessons Learned
- Recommended Reading
- Completion of Action Plans and Evaluations