

## 2-Minute Sales Manager

### **Motivation That Works**

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In all our collective experience in the industry, we have determined the following to be universally true: salespeople want to sell more, be more effective and really want to be more productive. Salespeople and sales managers want to figure out how to manage their time better. Sales managers and executives want to figure out how to motivate their people. There are various stages of motivation: highly motivated new people, highly motivated veterans experiencing life changes, veterans motivated to keep their jobs and unmotivated veterans comfortable with their lifestyle and income. If you think about your situation with your sales team you probably have people in those various stages of motivation. The question is; what do you do about it?

“Motivation is an inside out job.” In other words, a manager can’t motivate people- the individual and team must motivate itself. However, a manager can either help or hurt his teams’ motivation. I’ve always believed that the key for a manager is to create an environment where motivation can take place. Consider the following; personal, non-negotiable goals drive motivation. If you don’t have a personal goal setting program, chances are your people won’t have one either. If you don’t believe you need to know what motivates your salespeople, you may not be as effective as you could be as a coach. We find that over 50% of the managers we work with don’t believe they need to know what’s personally important to their people. So how can you possibly know how to motivate or coach them? People who have personal goals that require increased income perform better than those who are economically comfortable.

As a sales manager one of your roles is to be a motivator- Long term motivation comes from the inside. Yes, we know you hire people that you believe are motivated but everyone loses steam now and again. Your job is to create an environment that will help your sales team bring their personal goals and dreams to fruition. To be effective as a motivator, you must know what inspires your people, have a strong self-image, give recognition for success, stop accepting mediocrity and eliminate your own need for approval. This requires a fierce conversation. You must be able to do that without being afraid of your people not liking you.