

MOTIVATING YOUR SALES TEAM



RULE #1: SET A GREAT EXAMPLE

We learn best by example; and we find inspiration in people who are role models with high standards and high achievement. Lead by example, and continually model those behaviors you are looking for in your sales team.

RULE #2: COMMIT TO COMMUNICATION

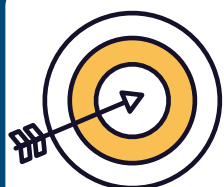


If you want your reps to do more, achieve more and *be* more, explicitly let them know what that means.

RULE #3: SHOW RESPECT



Listening, being honest and communicating are all essential to showing respect to those you lead.



RULE #4: SET CLEAR GOALS & EXPECTATIONS

Your sales reps can't attain quotas and reach goals they don't understand. So, make sure your expectations are well-defined and clearly communicated.

RULE #5: EQUIP THEM TO SUCCEED



Providing the training and development your team needs is essential to ensure they have the ability reach their goals.

RULE #6: INCENT, RECOGNIZE & REWARD



Once other aspects have been implemented, incentive plans, recognition and rewards are ways to motivate your team.