



Emulate Best Practices

Emulating the best practices of industry leaders is a key way to motivate your sales team. Look to organizations that have successful, engaged sales teams. What are they doing? How do they motivate their teams? How do they reward them? Spending time reading about these organizations can help you hone in on a handful of best practices to implement in your own organization. Some best practices might include:

- Frequent communication
- Personalized rewards
- Recognition of successes
- Incentives for individuals
- Incentives for groups
- Continuous training and development

Choose 1-3 Motivators

As you work to discover what each employee finds motivational, ask them to list 1-3 things they find motivating. This helps the team member get clear about what will best motivate them, and gives you some options when planning motivation and incentives. It may be difficult for an individual to narrow the list down to just 3 items, but this is a good number to shoot for. Ask the person to reflect on their goals and values when coming up with these items. Common items may include:

Tangible rewards, such as certificates or trophies



Recognition



Financial rewards, such as raises or bonuses



Time off or other rewards of free time



A motivational culture is one in which achievements are regularly recognized. In addition to the goals that you and the employee set together, take time to recognize achievements regularly. Provide rewards that are in line with employee's values. Some achievements worth recognizing among your sales team might be:

- Landing a new client



- Exceeding a sales goal
- Completion of training

Reward Achievements