



How To Motivate Your Sales Team in a Tough Market



Art Waskey

Art Waskey is a national speaker who delivers with power. With his 50 years including senior executive business management, he consults with business owners, leading them in growing revenue at accelerated rates. Art is an author of multiple books on sales and writes weekly and monthly columns, *The Art of Sales*. He shares these insights as in-demand virtual events and conference speaker as well as leadership consultant. Check out his Posts on LinkedIn or the website. For services, contact Art at 720-341-9405, artwaskey@ispeakd.com, www.impactspeaking.com

Market share reduction

Market share reduction pressure from alternative supply chains weighs heavily on the minds of independent distributors. To meet this challenge head on you need to deploy enterprise technology and motivate your team.

Deploy enterprise technology

Enterprise technology — the deployment of hardware, software, and other digital tools — has made data collection faster and more accurate. Information on call reporting, prospect funnels, dashboards, and scorecards have streamlined the executive, sales, and administrative review processes. This has enabled companies to compete and succeed in today's digitally fueled marketplace.

Enterprise technology is powerful motivation for the new generation of salespeople. Gen Y, Z and Alphas want to know their

employers are leaders in the adoption of technologies like AI, virtual reality, and drones. They want to know their respective employers are committed to attracting, engaging, and retaining talent. Without immersive learning/development, participation in industrial associations, and the potential for rapid advancement, your reps will move on to a position that offers broader experience.

Update your data

The backbone of enterprise technology is data. With the declining cost of ERP, Ecommerce, and product information software, even smaller companies are able to introduce digital tools. Younger team members have performed the lion's share of cleaning up inaccurate data and moving companies into more accurate digital systems. It has been amazing for me to watch the exciting impact of seeing the next generation take on technology projects. Vendors have commented on how well these



How to Motivate Your Sales Team in a Tough Market

newly minted salespeople have absorbed and embraced their software.

Positive feedback

Technology provides many ways to make your sales operation more efficient and competitive but your sales team is still the most important factor to its success.

Feedback is essential for motivating better performance. Monthly reviews are the best way to provide this to each team member. When I was a vice president of sales the company required that sales managers be in the field with their reports at least once a month. Daily interaction was also encouraged. The best leaders are actively involved in the lives of their team on a continual basis.

It is important for managers to stay positive. I once accompanied a rep on a visit to a customer, where she was poorly treated. The client expressed his disdain for women selling in a male-dominated industry. We were both appalled and crushed by this behavior. The rep was in need of positive feedback. I reminded her that she was the most successful salesperson on our team.

Feedback should always be focused on the positive. Encourage your people to grow based on their strengths, and not waste energy on things that may have gone

wrong. Make sure you help your team focus on positive incidents. Those are what drive your business forward.

Reward achievement

It is important to reward achievement. I recommend that at the end of each year you have a ceremony to acknowledge each person's accomplishments. I believe, people may work for money, but they give their best for recognition. Recognize growth in margin dollars and percent increase, so that large and small territories each have a chance for acknowledgement. Make every effort to see that each rep is rewarded in some way. Quarterly companywide meetings that celebrate smaller individual victories are also great motivators. And in addition to public acclaims, spontaneous acknowledgements of success and one-on-one congratulatory gestures are important. Not everyone enjoys the limelight. Be sure to develop a habit of recognizing individuals in the way they feel most comfortable.

Motivate and grow your market share

Grow your market share. Deploy the best technology and keep your sales team motivated. These are fundamental to your business' success in today's competitive market

5 KEY TAKEAWAYS

1. Market share reduction pressure from alternative supply chains is a challenge.
2. To meet the challenge, deploy enterprise technology. It makes data collection faster and more accurate.
3. Your sales team is still the most important factor to business success. Keep them motivated.
4. Provide feedback and recognize individuals in the way they feel most comfortable.
5. Deploy the best technology and keep your sales team motivated.