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For more information about The Benjamin Group, check out our website at www.benjamin-group.com.

Welcome back to "Sales Sagacity!"



Last month we established the need for a clear **company vision to motivate sales**, but there are plenty of **other factors to consider** ... this month, in *Sales Sagacity!*

Thanks for reading and **Happy Thanksgiving!**

Ron Visocchi
Managing Partner and *Sales Sage*

Balancing Sales Motivation



To be fair, companies *pay* for consistent sales production. I doubt that anyone would argue that compelling compensation is cheap! However, **it takes more than just money to motivate a sales force year after year.**

Many factors must be **balanced** together to create a motivating environment that leads to lasting sales production. It starts with a common vision, mission and goals; but there are more things to consider:

- ❖ **Company Product, Pricing & Positioning** - This one covers a *multitude of sins*. Let's face it .. if prospects were inundating you with orders, you'd be in *great shape!* The reality is that **no product/package is perfect; this is often a gating factor in motivating sales.** Make sure you **consider sales input as part of a market validation process** that constantly re-evaluates the key elements of your company's value proposition.
- ❖ **Achievement, Fulfillment & Personal Growth** - The **best** sales people are personally motivated by their own high standards of excellence. **Find out what motivates each person.** Dedicate at least one meeting each year with every sales person to focus on their personal growth and development. **Manage all the elements that fulfill the needs of each individual.**
- ❖ **Social Status & Peer Esteem** - Call it ego gratification, but **most sales people tend to like the limelight!** Monthly stack rankings and acknowledgement at sales meetings all tend to motivate. **Use every opportunity to praise achievers; this positive motivation will also raise the bar by motivating non-achievers to avoid negative reinforcement!**
- ❖ **Power & Influence** - Make sales performers feel important (*they are*). Solicit their views on new products, promotions, sales compensation, market trends and general issues. **Power and influence is motivating; extending such respect gives the right people a sense of privilege and control.**
- ❖ **Personal Matters** - Finally, there are **certain family and health factors that can affect anyone's motivation**, let alone a sales person who depends on attitude to succeed. **Helping good people in real need is the right thing to do.** And, you'll reap extra consideration from that individual and all who are watching!

Sales Tip of the Month

- ❖ **Motivation can also come from a group identity with common goals.**
 - ✓ **People want to be identified with a winning team.** Create supportive environments where everyone helps each other to succeed; **winning teams produce greater personal accomplishments!**
 - ✓ Don't overlook the *underdog factor*. **When a group decides to take on a cause, great things can happen (sometimes against all odds)!**

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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