

FREE MOTIVATORS

Slim budgets and plummeting revenues can make for a remarkably unmotivated sales team. But don't give up so easy. You can quickly and cheaply pick up their energy level. Here are five ways for managers to reinvigorate their teams.

Ask Questions –

Ask your sales team, “What is it I can do for you right now that will help you most?” Asking questions shows you care about your employees and want to make sure they stay on your team through the tough times. Also find out what ideas your team has. Listening to them shows they are important to you.

Celebrate Small Successes –

Even though sales and renewals may not be jumping, managers can still take the time to celebrate accomplishments. Maybe it's as small as, “Hey I converted 3 phone calls into visits today, and yesterday I didn't convert any!” I recommend getting together with your team once a week over a pizza and discuss what small goals were reached that week.

Spend Time Individually –

If a team member is having problems closing sales, spend time with them role playing and coaching them. Discuss what they are doing right and wrong; review their work tools and skill. This kind of honest interaction empowers them to focus their efforts.

Set achievable Goals –

When we achieve goals, even if they are small, we feel good about ourselves, and we're more inclined to try again. If managers set goals that are too difficult to achieve, salespeople will get frustrated and depressed, but if they are able to achieve on a regular basis, salespeople will develop a better attitude about their job and will have more persistence in finding success.

Offer Status Symbols –

Salespeople like nothing more than to showing how important they are, so feed that desire by providing star sellers with rewards. Allow a top agent to have a 2-hour lunch or leave early on a Friday, etc. Figure out the kind of status symbol that would energize your team and follow through when they hit their goals.