

# Motivating Your Sales Team to Revenue Success

7 Ideas For Success

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# Experiences Beliefs Actions

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# What truly motivates people?

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## MIT STUDY:

**Question: Will more money cause people to perform better?**

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## MIT STUDY:

**Yes, if the task is mechanical.**

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## MIT STUDY:

**Once the task went into cognitive skills, like sales the answer...**

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**NO**

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**Hugh... everyone is  
motivated by money...  
especially sales people!**

**RIGHT?**

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**Wait... this can't be right.  
Lets ask workers in  
another country...**

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**MIT STUDY, India:**

**Question: Will more  
money cause people to  
perform better?**

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## MIT STUDY:

**Answer in India: Yes, if  
the task is mechanical.**

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## MIT STUDY:

**Once the task went into  
cognitive skills, like sales  
the answer...**

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**WHAT PART OF**  
**NO**  
**DON'T YOU UNDERSTAND?**

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**Well crap. How have I  
been wrong for years?**

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**You have not been wrong...  
We have evolved from  
ME to WE.**

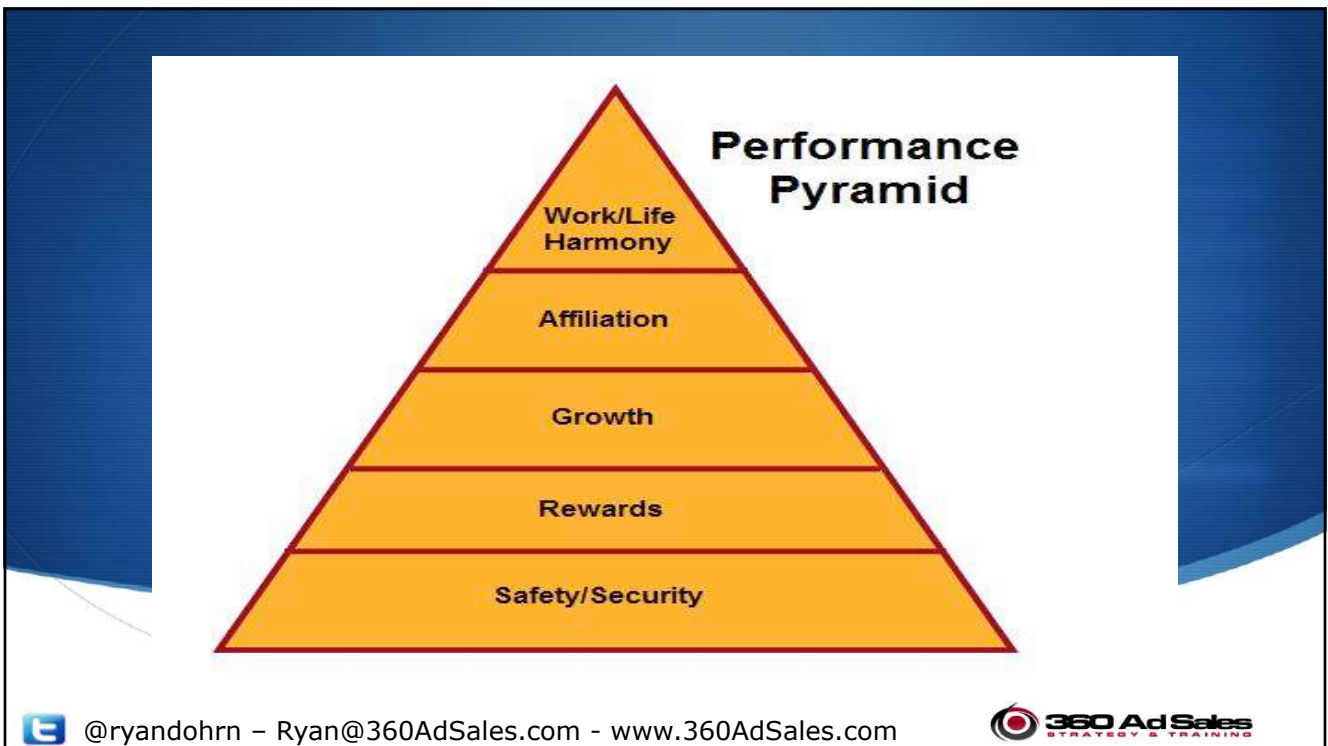
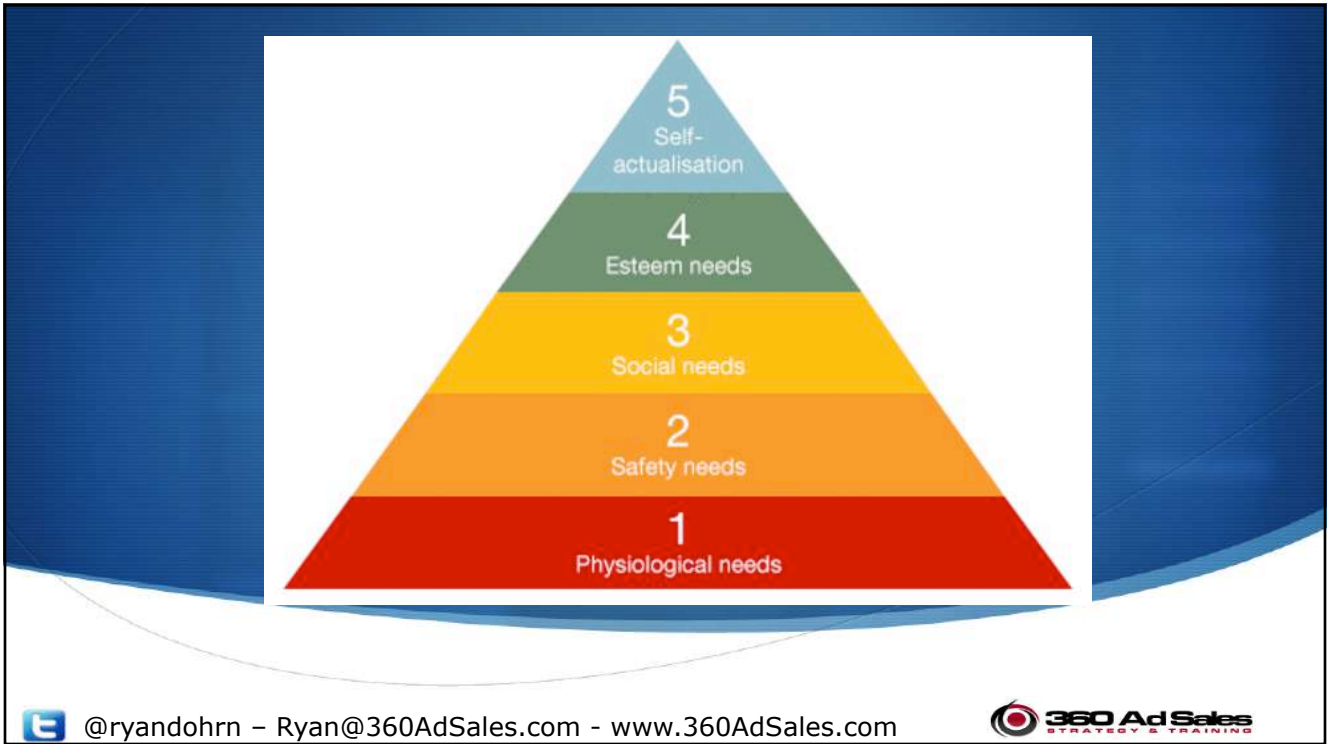
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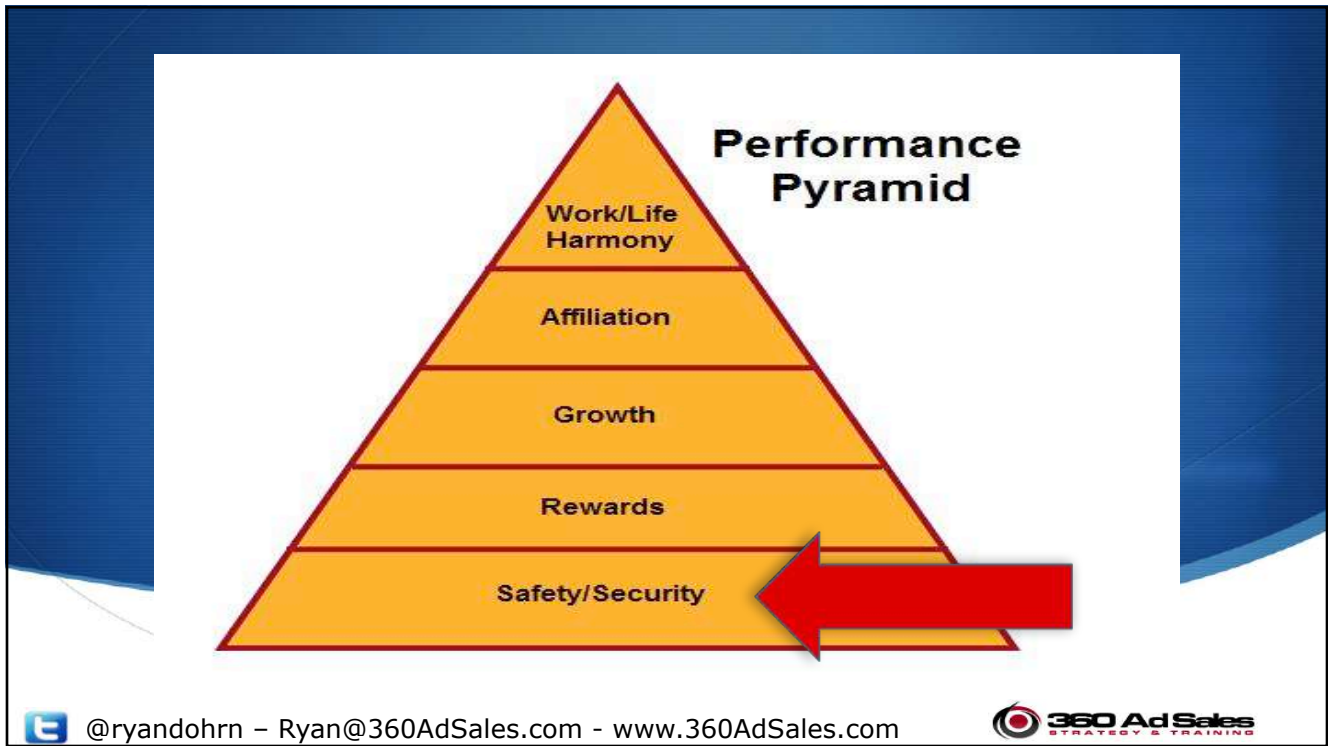


**Idea #1:**  
**Embrace the  
performance  
pyramid.**

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**Idea #2:**  
Define and develop your leadership style.

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The **commanding style**. This “Do what I say” approach.

The **visionary style**. A visionary leader takes a “Come with me” approach: she states the overall goal but gives people the freedom to choose their own means of achieving it.



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The **affiliative style**. The hallmark of the affiliative leader is a “People come first” attitude.



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The **democratic style**. Giving workers a voice in decisions.

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The **pacesetting style**. A leader who sets high performance standards and exemplifies them himself.

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The **coaching style**. This style focuses more on personal development than on immediate work-related tasks



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## Six Styles of Leadership

D. Goleman (2000) Leadership That Gets Results





The **visionary style**. An visionary leader takes a “Come with me” approach: she states the overall goal but gives people the freedom to choose their own means of achieving it.



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# Sell or be fired.

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**Idea #3:**  
**Accountability**  
**= Motivation**

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**Do NOT wait until there is  
a problem to put  
accountability standards in  
place.**

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**1. Prospecting**

**2. Hosting great client  
meetings**

**3. Retention**

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# What are your 3 core accountability expectations of your sales people?



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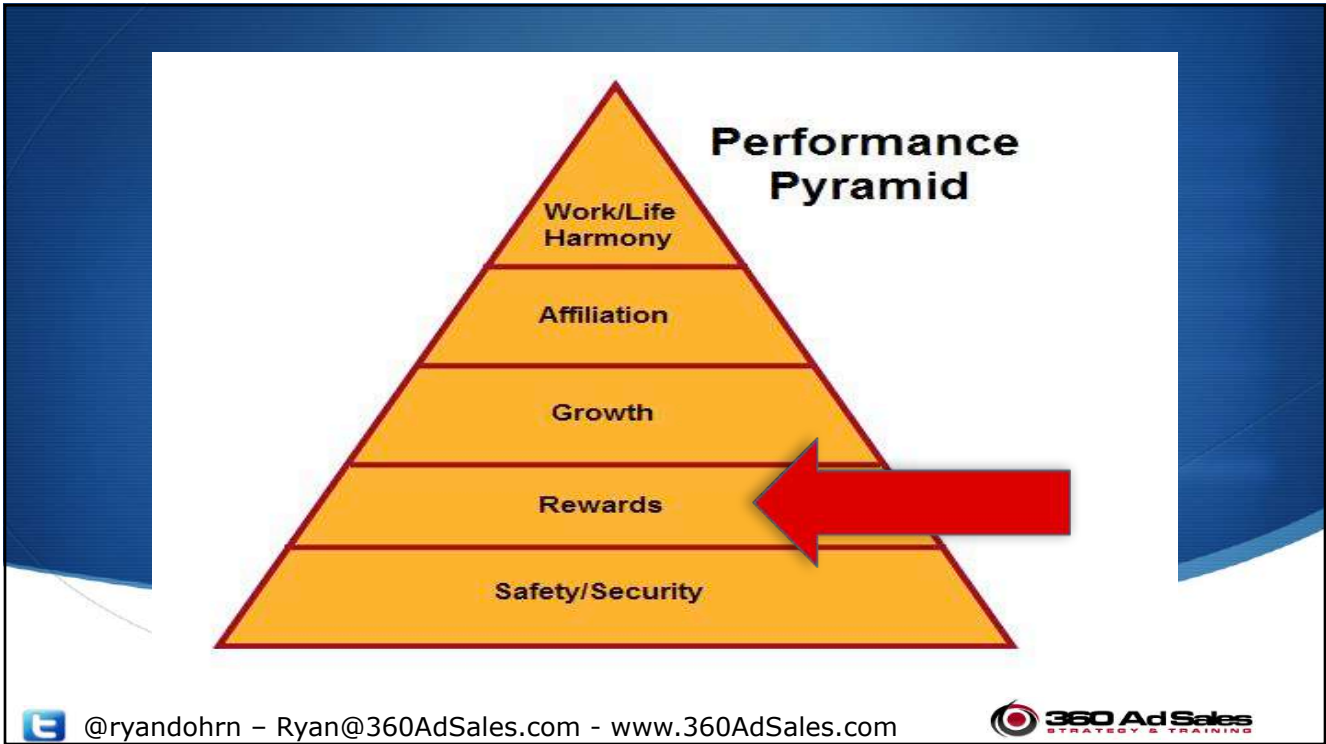


## Account Executive Pledge of Expectations:

1. Be early for weekly sales meeting, 8am, Monday
2. Be early and prepared for weekly numbers one-on-one with Ryan. Be prepared to discuss your 10 next meetings.
3. Be early and prepared for weekly coaching one-on-one with Ryan. Be prepared to discuss what you are doing to grow as sales person.
4. Create and maintain a list of 50 prospects at all times.
5. Actively work 5 prospects daily via phone and email. Email only is NOT acceptable.
6. All sales activity must be logged in the CRM. No exceptions.
7. Be early for work each day. Work day starts at 8am.
8. Expect to be assigned other duties as needed to help the team succeed.
9. Leave all personal baggage at home. Come to work with a positive attitude.
10. Look for ways every day to contribute in a positive way to the team.



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**Idea #4:**  
**Create bonus and comp plans with BIG rewards.**

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## Big Payout Comp Plan

**Base: \$24k**

**2% on total sales from 0-50% of goal**

**5% on total sales from 51%-80% of goal**

**10% on total sales from 81%-100% of goal**

**20% on total sales when you are over goal**

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**Rewards do not always =  
just \$\$\$.**

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**Premier parking spaces**  
**Paid time off**  
**Holiday extension days**  
**Big pieces of profit sharing**  
**Work from home days**  
**Paid conference attendance**  
**Pay for airport lounge access**

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**What about setting  
financial goals?**

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**What about the rep setting  
their own goals?**

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**Celebrate victories  
no matter the size.**

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# Create recognition programs.

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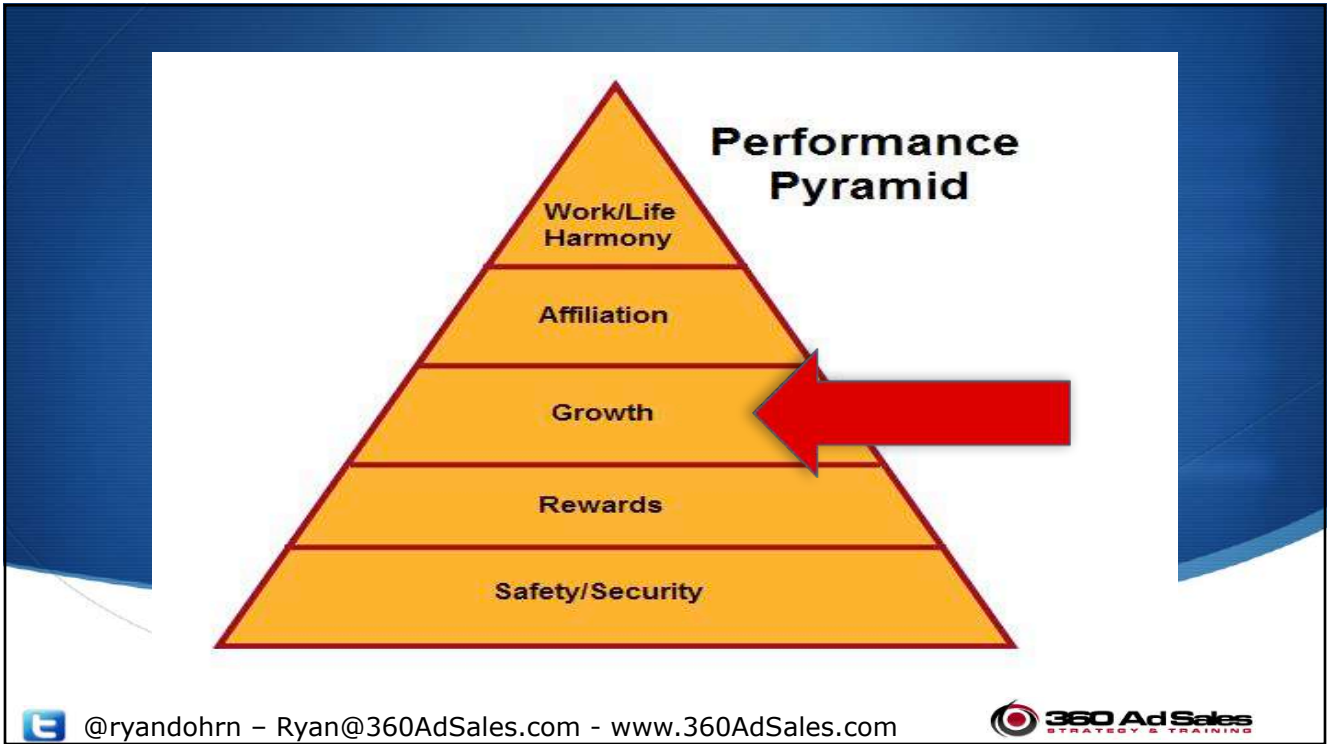


1. Above and Beyond recognition award.
2. Strategic vision award.
3. Best new idea award.
4. Sales satisfaction award.
5. All grit no glory award.

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**Idea #5:**  
**Mastery of ones craft is critical.**

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**Personal development is  
critical to long term  
success.**

**Always be training.**

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**Always be growing sales  
people.**

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1. Round Robin Training
2. Sales video training
3. Encourage webinar attendance
4. Pay for conference attendance
5. Encourage team learning
6. Get off site with the reps
7. Use outside experts to motivate
8. Monthly booster calls

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**Idea #6:**  
**Being a part of  
something  
bigger is  
motivating.**



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**Most people want to  
belong to a group.**



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**Most people like  
collaboration.**

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**Most people work harder  
toward a collective goal.**

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**Sales contests are most often de-motivating due to their individual focus.**



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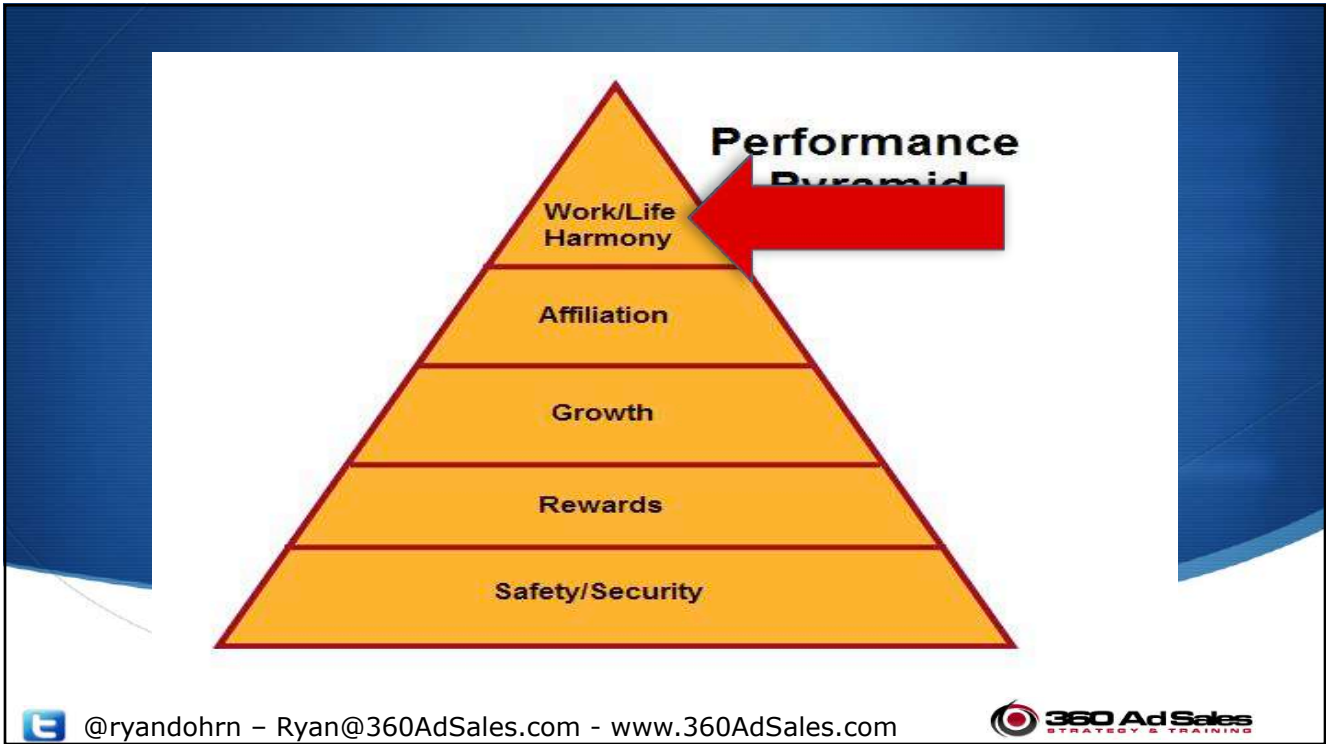


**Team building activities.**



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**Idea #7:**  
**Balance is motivating.**

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# Shawn Achor The Happiness Advantage 10 Year Harvard Researcher

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# What do you do to encourage a good work / life balance?

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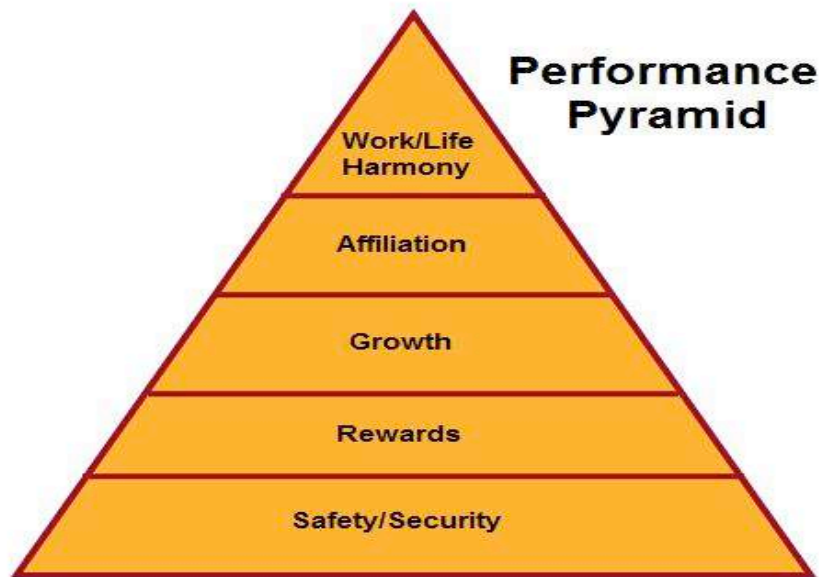
1. Encourage sick people to stay home.
2. Embrace those that have vet appointments by allowing a dog at work prior to the appointment.
3. Allow a parent to alter their schedule to be home by 3pm.
4. Understand that no-one will probably work as hard as you.
5. Embrace an open vacation policy.
6. Support extended holidays when the holiday falls on a Saturday.
7. Encourage activities that involve the entire family.
8. Embrace a family first mantra.

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**Begin a collective discussion on the topic.**

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