

CFAS4.3

Motivate sales professionals and sales partners



Overview

This unit is about how team leaders and managers can achieve results through effective motivation of sales team members and sales partners

The unit focuses on the principles of motivating sales staff to produce excellent results by:

1. reducing negative feelings
2. encouraging positive feelings
3. creating enthusiasm and involvement
4. concentrating efforts on key issues

The unit includes both formal and informal incentives for boosting sales team motivation.

This unit is for; Sales Managers and Sales Team Leaders

This unit is suitable for face-to-face selling, telesales and online selling

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Performance criteria

- You must be able to:*
- P1 identify the key links between sales performance and motivation in your organisation
 - P2 identify positive and negative behaviours and motivational factors for the sales team and evaluate the impact they have on sales
 - P3 detect the feelings and views of the sales team in relation to their role and environment by using active listening skills
 - P4 identify and evaluate organisational barriers and conflicts that may have a de-motivating effect and explore ways to overcome those barriers
 - P5 provide clear and transparent benchmarks against which members of the sales team can measure success
 - P6 recognise achievement by the sales team
 - P7 consult colleagues and build a pattern of recognition through praise or reward schemes
 - P8 identify key objectives for improving motivation and enhancing sales performance using measurement and evaluation
 - P9 provide opportunities for personalized motivational sales plans as a tool for motivating members of the sales team
 - P10 develop internal team communication activities to aid motivation
 - P11 you have realistic expectations about achievement by the sales team and its members
 - P12 you are alert to displays of negative and positive behaviour within the sales team and measure the motivational temperature frequently
 - P13 you show respect for all sales team members and dedicate time and attention to them
 - P14 you communicate effectively with all sales team members
 - P15 you consult others about the development and implementation of recognition and incentive schemes
 - P16 you encourage individual team members and the team as a whole
 - P17 you involve and empower sales team members through their work and defined targets
 - P18 you see the motivational process as continuous and cumulative
 - P19 you evaluate what works best within your team and why
 - P20 different performance measures that can be used to measure and evaluate team success
 - P21 how to be creative in developing ideas, seeking solutions and developing a new formula for success

You must be able to:

Industry specific knowledge and understanding

- P22 relevant legislation including Employment legislation and Health and Safety legislation
- P23 legal and ethical aspects of incentives and rewards

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You must be able to:

Context specific knowledge and understanding

P24 individual and organisational targets for your area of responsibility

P25 the ways in which the organisation currently monitors and measures motivation

P26 recognition and incentive schemes available in your organisation

P27 scope for change in order to maintain motivation

P28 methods for measuring and evaluating individual and sales team success

P29 communication plans for ensuring that all appropriate members of the organisation are aware of progress

P30 organisational appraisal procedures

P31 training and development plans at organisational, team and personal levels

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Knowledge and understanding

You need to know and understand:

- K1 motivation models including Maslow and Herzberg
- K2 why there are links between motivation and sales success
- K3 the range of business and sales functions affected by motivational issues
- K4 how to develop positive interpersonal relationships within an organisation
- K5 the importance of recognising sales performance and different methods of providing recognition for the sales team
- K6 the range of financial and non-financial incentives and motivational tools available to motivate members of the sales team
- K7 how to carry out appraisals and regular performance assessments in order to judge the levels of personal motivation in the sales team
- K8 how to prepare personal development plans in order to encourage motivation and achievement
- K9 why interaction within the sales team is an important component of team motivation
- K10 team building techniques that support motivation and the building of team performance
- K11 different performance measures that can be used to measure and evaluate team success
- K12 how to be creative in developing ideas, seeking solutions and developing anew formula for success

Industry specific knowledge and understanding

- K13 relevant legislation including Employment legislation and Health and Safety legislation
- K14 legal and ethical aspects of incentives and rewards

Context specific knowledge and understanding

- K15 individual and organisational targets for your area of responsibility
- K16 the ways in which the organisation currently monitors and measures motivation
- K17 recognition and incentive schemes available in your organisation
- K18 scope for change in order to maintain motivation
- K19 methods for measuring and evaluating individual and sales team success
- K20 communication plans for ensuring that all appropriate members of the organisation are aware of progress
- K21 organisational appraisal procedures
- K22 training and development plans at organisational, team and personal levels

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Additional Information

Behaviours

1. detect the feelings and views of the sales team in relation to their role and environment by using active listening skills
2. identify and evaluate organisational barriers and conflicts that may have a de-motivating effect and explore ways to overcome those barriers
3. provide clear and transparent benchmarks against which members of the sales team can measure success
4. recognise achievement by the sales team
5. consult colleagues and build a pattern of recognition through praise or reward schemes
6. identify key objectives for improving motivation and enhancing sales performance using measurement and evaluation
7. provide opportunities for personalized motivational sales plans as a tool for motivating members of the sales team
8. develop internal team communication activities to aid motivation
9. you work in your own area of responsibility to improve motivation and
10. you have realistic expectations about achievement by the sales team and its members
11. you are alert to displays of negative and positive behaviour within the sales team and measure the motivational temperature frequently
12. you show respect for all sales team members and dedicate time and attention to them
13. you communicate effectively with all sales team members
14. you consult others about the development and implementation of recognition and incentive schemes
15. you encourage individual team members and the team as a whole
16. you involve and empower sales team members through their work and defined targets
17. you see the motivational process as continuous and cumulative
18. you evaluate what works best within your team and why

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1132 Marketing and sales managers
3542 Sales representatives
7113 Telephone salespersons
7129 Sales related occupations nec

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