
Overview

This standard is about how team leaders and managers can achieve results through effective motivation of sales team members. The standard focuses on the principles of motivating sales staff to produce excellent results and includes both formal and informal incentives for boosting sales team motivation. It is for sales professionals with management responsibilities.

**Performance
criteria**

- You must be able to:
- P1 identify the key links between sales performance and motivation in the 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
 - P4 identify and evaluate organisational barriers and conflicts that may have a demotivating 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 establish key monitoring, control and key performance indicators for measuring success
 - P7 recognise achievement by the sales team
 - P8 consult colleagues and build a pattern of recognition through praise or reward schemes
 - P9 identify key objectives for improving motivation and enhancing sales performance using measurement and evaluation
 - P10 provide opportunities for personalized motivational sales plans as a tool for motivating members of the sales team
 - P11 develop internal team communication activities to aid motivation

Knowledge and understanding

You need to know and understand:

- K1 relevant legislation including Employment legislation and Health and Safety legislation
- K2 legal and ethical aspects of incentives and rewards
- K3 individual and organisational targets for your area of responsibility
- K4 the ways in which the organisation currently monitors and measures motivation
- K5 techniques for identifying management style
- K6 scope for change in order to maintain motivation
- K7 methods for measuring and evaluating individual and sales team success
- K8 organisational appraisal procedures
- K9 a range of motivation and coaching models
- K10 why there are links between motivation and sales success
- K11 the range of business and sales functions affected by motivational issues
- K12 how to develop positive interpersonal relationships within an organisation
- K13 different methods of providing recognition for the sales team
- K14 the range of financial and non-financial incentives and motivational tools available to motivate members of the sales team
- K15 how to carry out appraisals and regular performance assessments in order to judge the levels of personal motivation in the sales team
- K16 how to prepare personal development plans in order to encourage motivation and achievement
- K17 why interaction within the sales team is an important component of team motivation
- K18 team building techniques that support motivation and the building of team performance
- K19 different performance measures that can be used to measure and evaluate team success
- K20 how to be creative in developing ideas, seeking solutions and developing a new formula for success

CFASAL011
Motivate sales professionals



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