

4 tactics of 'fire' transmission for Sale team managers need to know

Here are 4 strategies that have proven to be very effective that any Sales Manager or Sales Manager needs to know.

Motivation is not just about quote or posters hanging on the wall. In the field of sales, motivation is one of the most important factors that creates sustainable success despite time and challenges.

As a sales manager or sales manager, you can only impact the sales performance of each member in two aspects: **their skills** and **motives** . Improving team skills is an objective and very broad process. By evaluating current performance metrics and comparing them to the standard figures of a successful sales campaign, you can easily grasp which parts need improvement to propose suitable solutions.

However, motivation is much harder, because it includes the **motivation of individuals, groups and organizations** . Moreover, the motivation is influenced by many external factors and each member has different reactions to stressful situations or adversity. Therefore, this aspect needs to be flexible in approach, expand more aspects and the following 4 strategies by myself after decades of working as a Sale Leader hope to help you acquire effective strategies to promote teamwork.

*About the author : The article is translated from sharing by **Dan Ty** - sales director at **Hubspot** - a company specializing in providing solutions for Inbound Marketing and sales.*

1. Build trust with team members



The foundation of motivation is trust. If team members do not believe in you and do not believe that you make decisions based on their concerns, they cannot be inspired and motivated to work. When the Sale team is languid and lacking in will, the team leader cannot push them "up", unless, you actively talk honestly and openly to them about the goals and challenges you face. - wishes will never be achieved without faith. It is a vicious circle.

Managers must create trust, then, maintain and nurture that trust by interacting with team members consistently. The best way to build this trust is to be truly transparent. Once you have done that, you have started to build good relationships with colleagues.

During my 30 years of work, I used the same style to start a sincere conversation with the brothers in the team. This statement seems to be wet but I have never failed with it. Simply put, *"Julia, I want to make sure our relationship is based on trust. So how can we build trust?"*

One way to start going straight to the point is great to explain to the team members that I am interested in building a sincere relationship with the group instead of showing that I am their boss. .

2. Ask members to write a report on how they want to be managed

I always tell new employees 3 important things:

1. Everyone's personalities are different.
2. I want to be an effective manager, suitable for your working style and personality.
3. I can adjust my behavior to match your aspirations. How do you want to be managed?

Different goals will require different sales methods and capable Sales staff to understand how to adapt to those methods. Therefore, in order to promote the working spirit of all team members, Leader must **flexibly adjust their management according to employees' wishes** instead of imposing a communication or selling strategy. goods for everyone.



Here are a few questions I have suggested to employees so they can determine what they want at a manager:

1. How would you like the frequency of interaction with me? You want to see me once a week, twice a week or several times a week?
2. How do you want me to send you feedback? Via email, message or live discussion?
3. Do you want to be praised or criticized publicly or privately?
4. How would you like to be commented on performance?
5. If I know something is wrong, do you want me to tell you, email you, wait until we meet or otherwise?
6. If there's something I do that makes you nervous, will you tell me?

3. Understand each individual's goals and organizational goals

You can't motivate employees if you don't know what can motivate their work spirit. Therefore, it is important to carefully read each member's reports in Team. This not only helps you understand each individual's personality but also understands which factors can stimulate them to work with the highest performance.



Once you know the members' goals, ask them the following questions:

1. Do you feel motivated now?
2. In the long run, what is your motivation?
3. What can you do to motivate yourself?
4. If you feel frustrated, how can I know?
5. What do you want me to do when you need motivation?

If the staff can't give you an answer right away, give them about 2 days to think.

4. Create motivation daily, weekly and monthly

Managers need to understand that every employee needs to be motivated in different ways. Some people like to be motivated by competitions, some like rewards, some like promotions and others want to be motivated by money.



The key to promoting the sales team is to understand the members' wishes so that they believe that the manager always knows what they need and that they will achieve it when completing the task. An effective solution is that you can create a sales promotion fund (SPIF) for each day, week and month.

1. **Daily goal:** Let the staff set goals and you will be the executor. For example, if any member achieves X sales after a working day, you will reward them with \$ 10. For this strategy, the reward is as interesting and unexpected as possible.
2. **Weekly goals:** This is a clearer target and has a certain impact on business operations. The strategy here is to identify the numbers, then work with the members to come up with an action plan to achieve that goal. At this point, each individual will feel that they are contributing, so it will be more responsible in trying to fulfill the team's goals.
3. **Monthly goals:** Monthly goals should be accompanied by valuable rewards based on excess sales. I don't like to use cash because after spending, they are no longer available. Instead, I chose speakers or televisions to reward the outstanding members. Every time they see these devices, they will remember what they had to try and overcome to achieve it.

One thing you need to remember is that those who are not motivated to work will not become excellent individuals even if you give them \$ 1,000 in cash. Therefore, the most sustainable and long-term motivation is to find the true wishes of each member. After all, those who are self-conscious, talented and constantly devote themselves to achieving rewards will always shine.

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