

Special Management Series

10 KEY WAYS TO MOTIVATE INDIVIDUALS AND DEVELOP A WINNING TEAM

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



A Management
Perspective 303 Series



Management - JWO 363

10 KEY WAYS TO MOTIVATE INDIVIDUALS AND DEVELOP A WINNING TEAM



1. A positive and fun workplace.

Even though we work in a deadline-driven industry, we want to be sure people are enjoying what they do.

The leader is responsible for maintaining and encouraging a positive attitude in the workplace.

Take a few minutes each day to walk around the office and talk with people individually. A few positive words from the boss can go a long way.

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2. Communication.

Have a truly open door policy. Be sure that whatever the news is, you are informing the team as soon as you can. The rumor mill will do it if you don't!

Quick “stand up” meetings at the beginning of the workday are a good way to start the day off right.

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3. Reward and recognition.

In addition to monthly, quarterly or annual award programs, it's a good idea to give folks a quick pat on the back for a job well done. The old adage is still true, “**praise in public, reprimand in private.**”

Recognize people in front of their peers, even for small accomplishments. It will mean a lot to them. Do **something special** and unexpected for the whole team when they reach a goal or milestone.

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4. Clearly defined goals and expectations.

From the outset, be sure that every member of the sales team is involved in **setting** his or her own **goals**. A goal that is set by the manager and handed to the sales person is not his or her own goal. Be sure the account rep has input on what his or her goal will be.

Reps are more likely to be motivated to achieve a goal they had a role in setting themselves.

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5. A detailed plan of daily activities.

A key to being motivated is **knowing** just what is expected of you. Every member of the team must know what daily activities they need to perform to achieve their goal.

How many **new** account calls?

How many **calls** to reactivate accounts?

How many **calls to increase** advertising from existing accounts?

We are far more likely to accomplish a goal if we have a detailed **plan of attack**.

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6. A compelling and real-time scoreboard.

We all want to know where we stand.

If the goals are set with the input of the sales people, and the daily plan of activities is in place, then we can keep an accurate score of where we are every day. A good scoreboard is an immeasurable tool in reaching a goal. We can build from each individual's scoreboard, one for the entire team.

It should be prominently displayed and updated in real time.

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7. Accountability to each other.

With a **positive attitude**, clearly defined goals, a **daily plan** and a **compelling scoreboard**, we have the tools necessary to measure each person's contribution to the team's goal and the team's contribution to the overall goal. With measurements in place, we can quickly see where we can help others on the team.

As a team, we are all accountable to each other and the leadership.

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8. Individual mentoring/coaching.

From time to time, we need to have an **informal chat** with each team member. Work with them on improving their performance with **positive suggestions for improved sales** and productivity. You may want to **ride** with them on a call or two and help them work on their **presentation** and **sales skills**.

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9. High standards of performance.

Set out a **high standard** of ethical behavior and professional performance and accept nothing less. Expect sales reps to conduct themselves as **professional sales executives**.

Set an example. We need to remember that while we may have different stations, we are all due **equal respect**.

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10. Adequate and up-to-date tools.

It's the responsibility of the company to provide their sales reps with tools adequate to do their job. That includes not only technical equipment, but also **up-to-date** sales brochures, media kits and rate cards.

No one should leave the office without having the materials necessary to make a **professional sales presentation** to a customer.

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Good Selling !



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