

# 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.

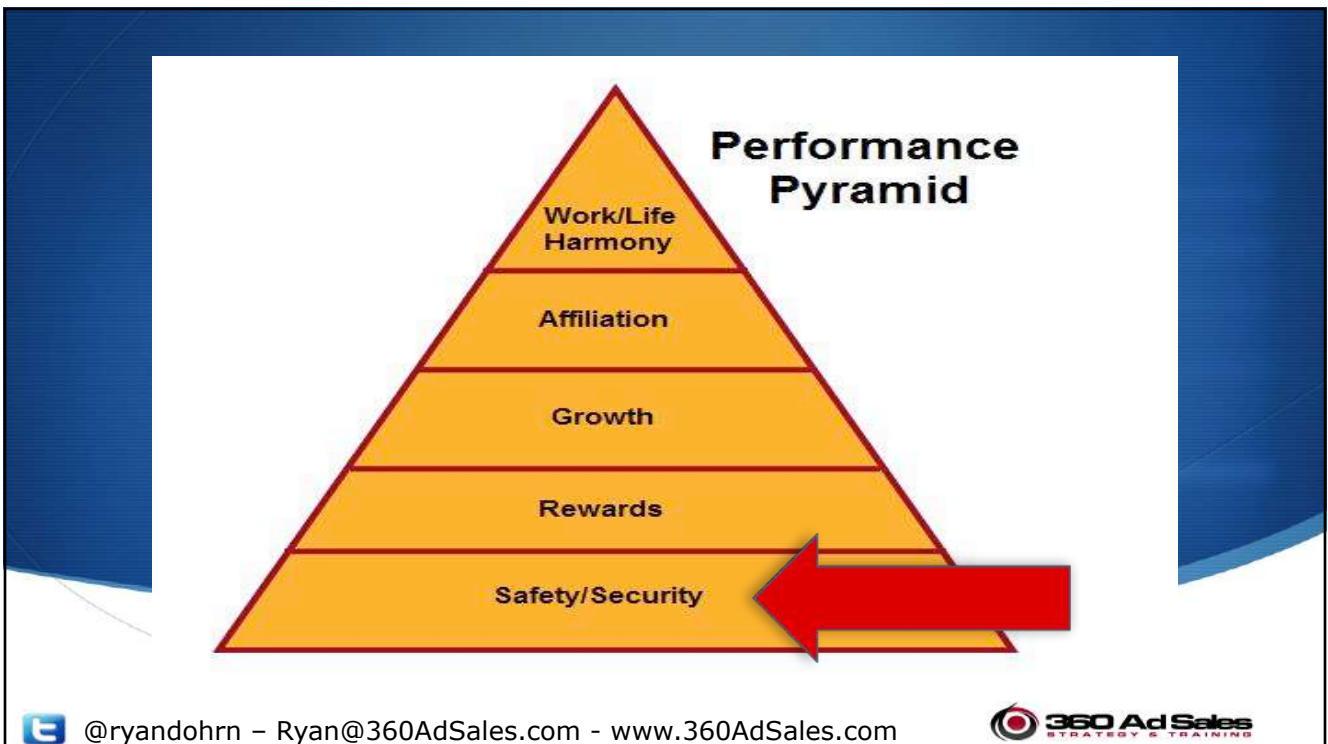
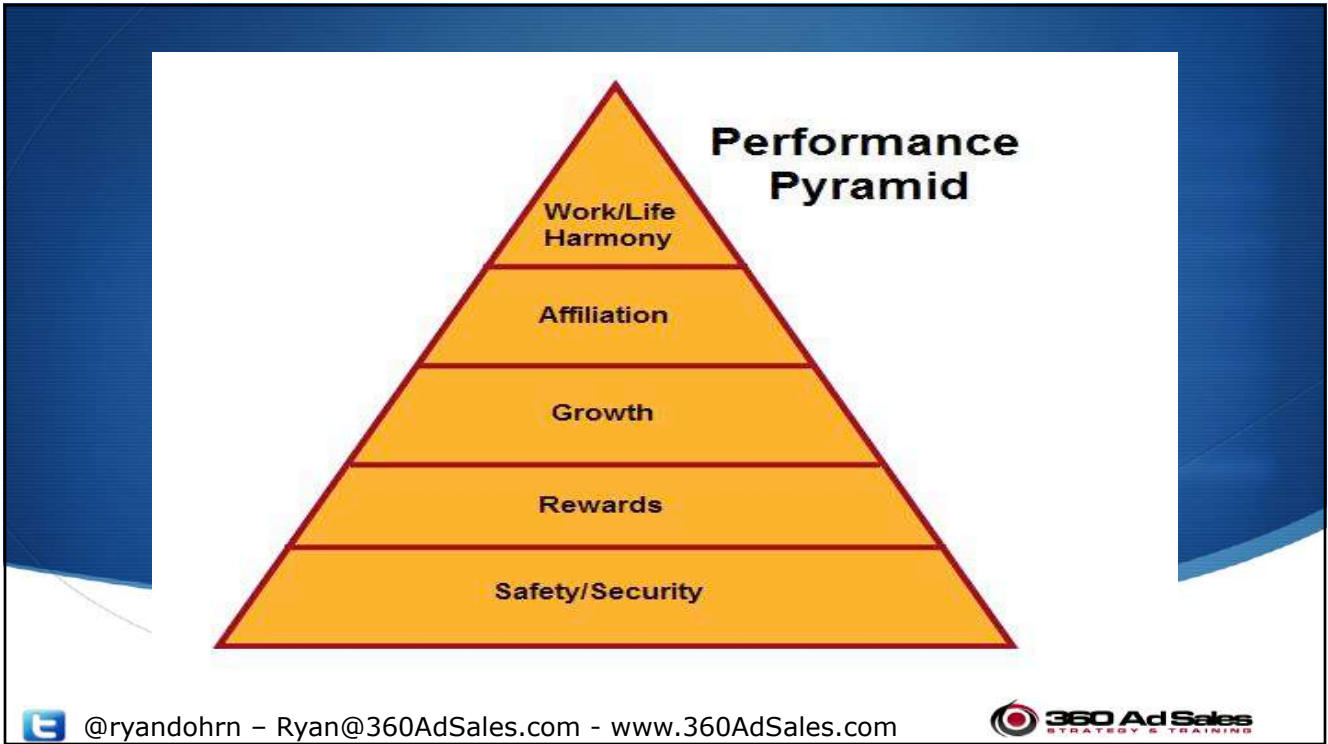


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## Idea #2: Define and develop your leadership style.

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### Six Styles of Leadership

D. Goleman (2000) Leadership That Gets Results



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



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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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### IMPACT ON COMPANY CULTURE

VISIONARY	★★★★★
COACHING	★★★★☆
AFFILIATIVE	★★★☆☆
DEMOCRATIC	★★☆☆☆
PACESETTING	★☆☆☆☆
COMMANDING	★☆☆☆☆

officevibe

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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#### Performance Pyramid



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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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360 Ad Sales  
STRATEGY & TRAINING

**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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**Scenario: Veteran sales rep refuses to sell digital or sucks at it.**



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**Answer: Hire or promote a digital expert to co-sell the products with the vet.**



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**Scenario: Reps are hoarding accounts.**

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**Answer: Create a draft.  
Then new accounts are  
team sold.**

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**Scenario: Reps have become account managers.**

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**Answers: Give them the choice of being an AM or an AE. They make the decision.**

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**Scenario: Reps get mad  
when new products/prices  
are rolled out.**



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**Answer: People are more  
passionate when they are  
asked to participate in the  
project.**



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# What is our mission?



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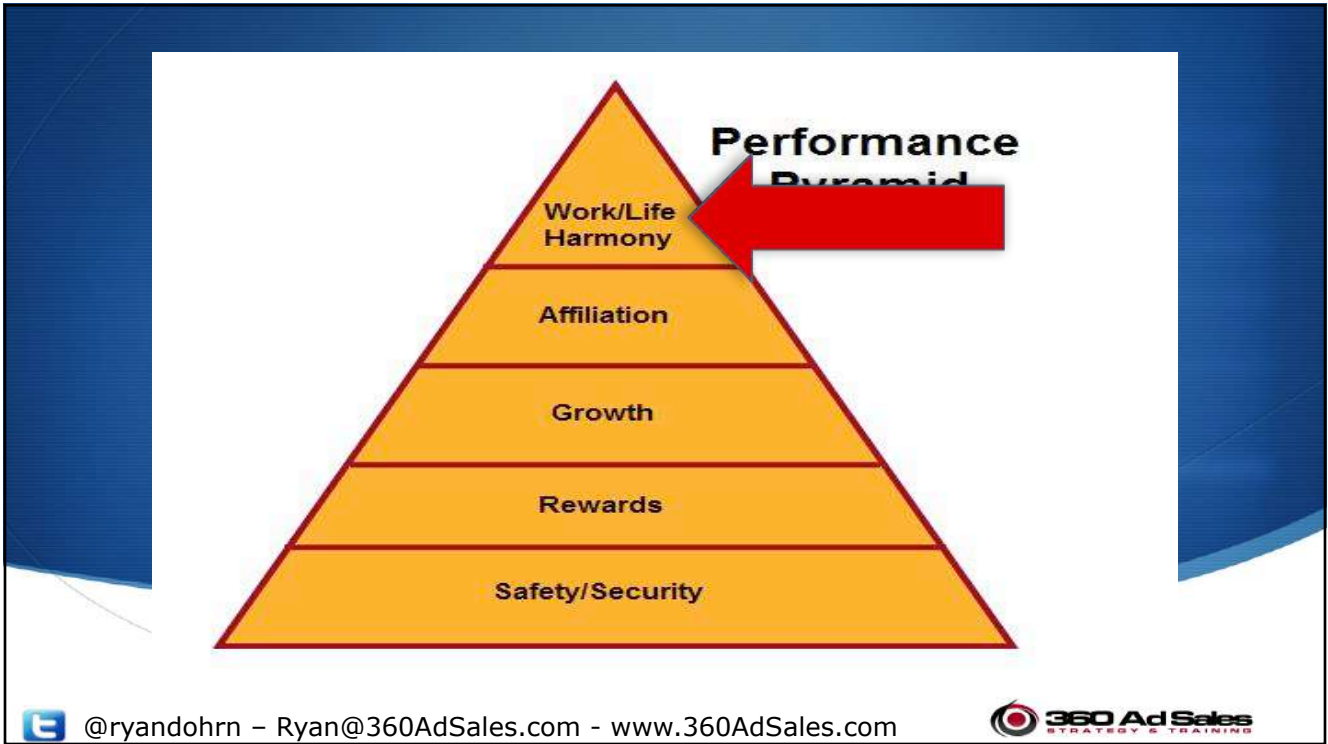


# How can we accomplish this together?



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

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**360 Ad Sales**  
STRATEGY & TRAINING

# 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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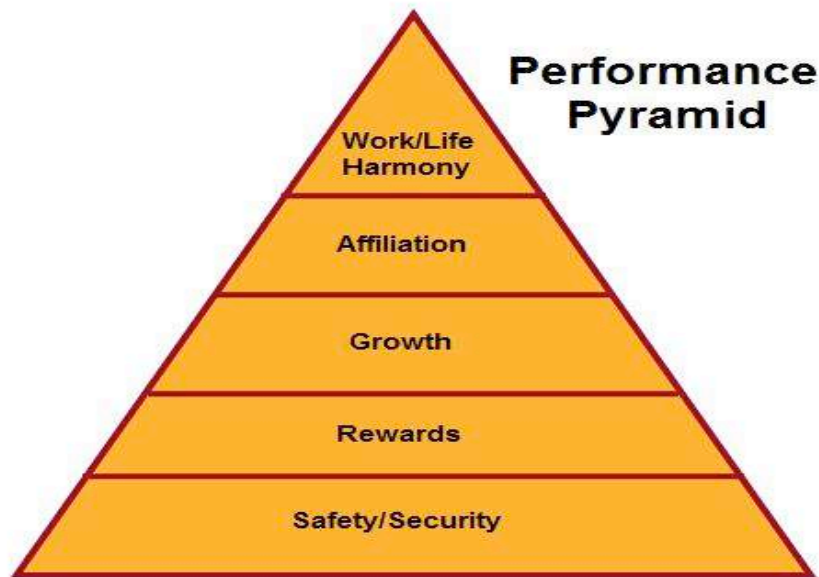
1. Encourage sick people to stay home.
2. Embrace those that have vet appointments by allowing a dog at work prior to the appointment.
3. Allow a parent to alter their schedule to be home by 3pm.
4. Understand that no-one will probably work as hard as you.
5. Embrace an open vacation policy.
6. Support 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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