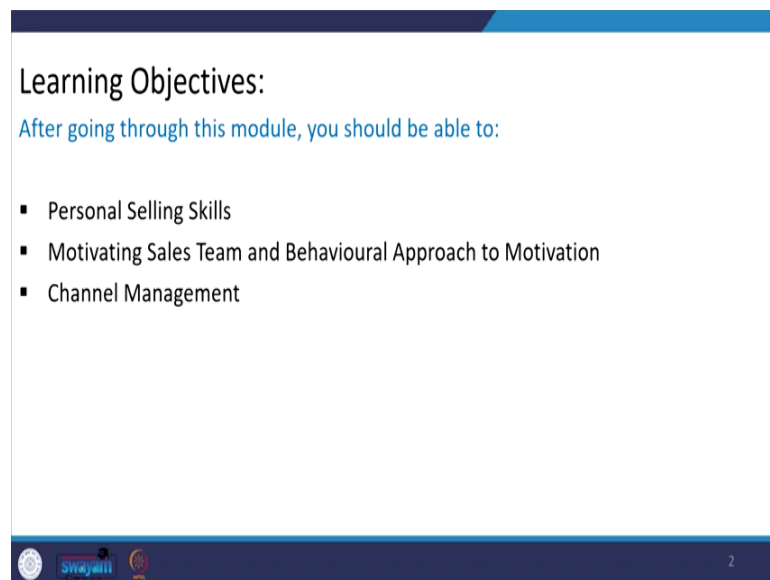


Strategic Sales Management
Prof. Sourabh Arora
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Lecture - 26
Personal Selling Skills and Motivating Sales Team Strategic Approach to Sales
Responsibilities, Preparation and Management

Welcome back everyone. Today we will be beginning with session 4 and 5 of the week 4. So, as far as the last week was concerned I really hope you had an enriching learning experience.

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Learning Objectives:

After going through this module, you should be able to:

- Personal Selling Skills
- Motivating Sales Team and Behavioural Approach to Motivation
- Channel Management

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So, as far as this module is concerned once we are done with this you will be able to understand about the personal selling skills, you will also get a perspective on how we can motivate sales teams and what is it all about the behavioral approach to motivation. Apart from that we will also discuss in brief about channel management and how sales come in picture with respect to that.

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There is no denying the fact that *personal selling skills* are very crucial for a salesperson's success

But before that..

Let's have a brief recap about a salesman's job, sales process and understand what personal selling is

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See there is no denying the fact that personal selling skills are very important as far as a sales person success and his job is concerned right, but before we delve further into these or we get into the intricacies of this, it is very important for us to get a recap of a sales persons job sales process and finally, understanding what personal selling is.

Because once we are on the same page with respect to these, you will realize that it will be very easy for you to pinpoint what are the personal selling skills that are very crucial for a sales person.

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Salesman's Responsibilities	Sales Process
Prospecting	Prospecting and Qualifying Leads
Sales and Profit Success	Pre-Approach
Database Management	Approach
Self-Management	Presentations and Demonstration
Handling Complaints	Handling Objections
Providing Services	Trial close
Implementing Strategies	Closing

Source: Selling and Sales Management, Jobber and Lancaster, Pearson, pp. 220; Sales and Distribution Management: Decisions, Strategies and Cases, Still, Cundiff, Govoni and Puri, Pearson

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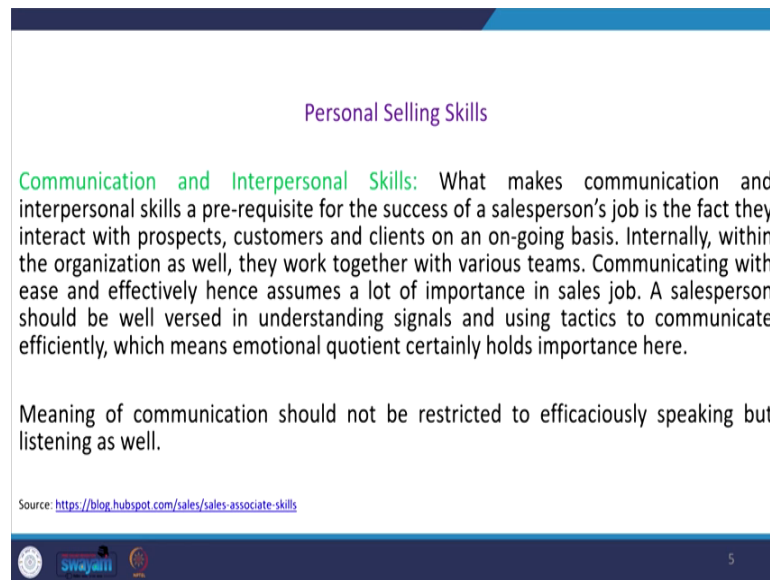
So, just have a look at this in the last week itself we had discussed about the salesman responsibilities. It was about prospecting making sure that we are selling on profits or we are not having a loss with respect to the sales we are making the databases are being maintained and managed on a regular basis.

The sales person is able to manage his stars in the best possible ways; they should also be handling complaints with respect to the prospects and clients. They should also be willing to provide them services as far as information services and after sales services were concerned and implementing strategies, which the top management has basically or the strategic team has basically proposed.

Now, when you get to the sales process, we have discussed all these steps in detail whether it starts from prospecting and qualifying to pre approaching the prospect customers or clients, then moving towards approaching presenting and demonstrations, handling objections, trial closing and then going for the final closing. Now you might be wondering what is the point of showing you this at this stage. See when you talk about personal selling skills they should be orbiting around these.

So, we will be talking about them on a broader level and we will also be connecting how that will come in picture with respect to these, but before we move I will tell you what personal selling is, it is all about the face-to-face conversations that sales people have with the prospects or the customers or the clients. Precisely, it is basically looked at from the domain of being face-to-face, but post Covid era even the conversations that are happening virtually can also be considered in this slide right.

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Personal Selling Skills

Communication and Interpersonal Skills: What makes communication and interpersonal skills a pre-requisite for the success of a salesperson's job is the fact they interact with prospects, customers and clients on an on-going basis. Internally, within the organization as well, they work together with various teams. Communicating with ease and effectively hence assumes a lot of importance in sales job. A salesperson should be well versed in understanding signals and using tactics to communicate efficiently, which means emotional quotient certainly holds importance here.

Meaning of communication should not be restricted to efficaciously speaking but listening as well.

Source: <https://blog.hubspot.com/sales/sales-associate-skills>

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Now, the first skill which a sales person is required to have is communication and interpersonal skills. Why communication and interpersonal skills become a prerequisite for a sales person success is, simply because they are dealing with people on an ongoing basis almost every day you will either find them meeting the prospects or the customers or the client's right.

Or if not these they will be even working with various teams within an organisation that is why it becomes very important that they are able to communicate with ease and effectively right, because that will also pave the way for achieving a higher sense of coordination between various teams that are working together to create delighted experience or great customer experiences for the customers.

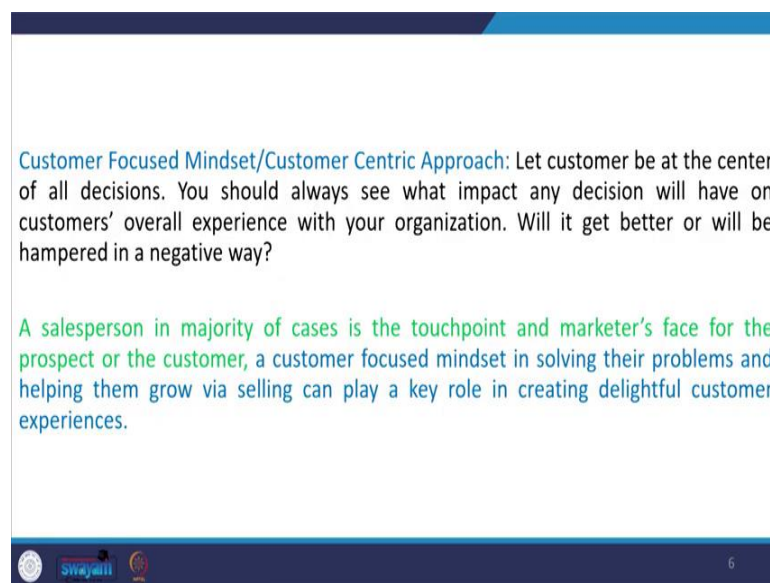
Now when a sales person is conversating let us say with the prospect or existing customers or even clients they should be able to read the signals. Let us say if you see the prospect getting agitated or irritated while the sales conversations are going on you should be able to identify or sense that then move accordingly.

So, the best way would be to first specify them bring them to a level so, that they attain an ease and then you can move forward. Another thing which we need to consider with respect to communication and interpersonal skills is that they should not be merely restricted to speaking effectively. Listening as we had discussed earlier also is a very important part of interpersonal and communication skills.

And if you remember I also gave you this perspective let us say if you are not listening to the prospects or customers problems, then you might miss out on the star products, which your organization can definitely come up with or can launch in the market; that is why listening becomes very crucial concerning the sales persons job. Now the other skill which they need to have is having a customer focused mindset or customer centric approach.

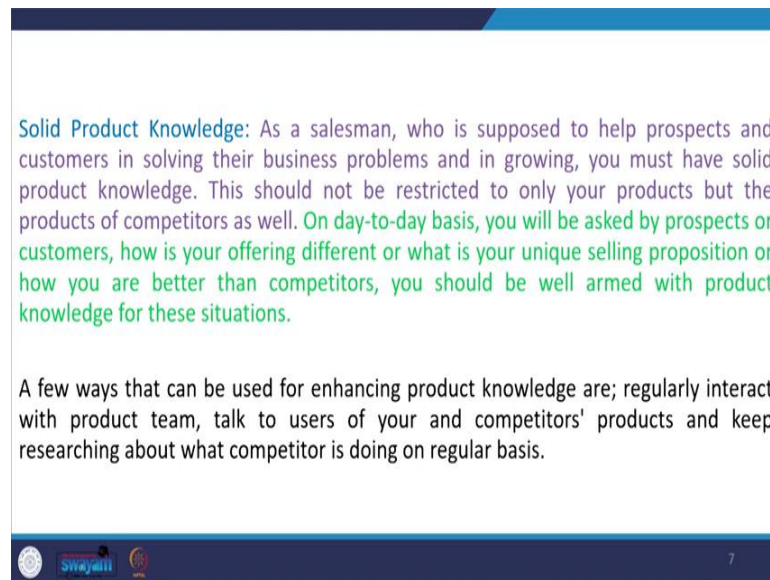
Now, this also we have discussed earlier, the whole essence of customer centric approach is all about that you should bring customers at the fulcrum of all your decision making processes. If you are changing anything you should first think how this is going to impact your prospects customers or clients which means, is this going to make better for them or is this going to make a little worse or will hamper them in a negative way.

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So, if you approach things like this which clearly indicates that customer focused mindset is definitely at play and trust me this is also going to help you a great deal in connecting well with the customers leading to which will eventually provide you a path for building long term collaborations or even the way for having key accounts.

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Solid Product Knowledge: As a salesman, who is supposed to help prospects and customers in solving their business problems and in growing, you must have solid product knowledge. This should not be restricted to only your products but the products of competitors as well. On day-to-day basis, you will be asked by prospects or customers, how is your offering different or what is your unique selling proposition or how you are better than competitors, you should be well armed with product knowledge for these situations.

A few ways that can be used for enhancing product knowledge are; regularly interact with product team, talk to users of your and competitors' products and keep researching about what competitor is doing on regular basis.

Now, the next skill which they are required to have a solid product knowledge. Whenever you are meeting prospects, customers or clients many times they will be asking you how your product is better than competitors or what is the unique selling proposition of your product or how your product is going to add value for us. So, until and unless you have solid product knowledge and you know ins and outs about your product as well as competitors, product you might not be able to answer all these questions effectively.

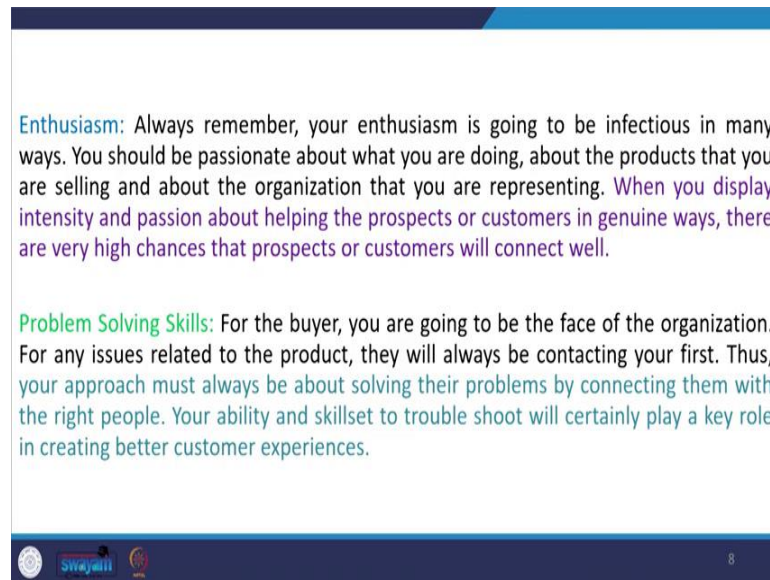
So, before you go out and meet prospects clients or customers, it is very important that you are well armed with product knowledge for such situations. Now there are a few strategies that can be used for enhancing product knowledge. First is you should regularly interact with your product team because they will be able to give you greater insights about the unique selling proposition or unique features of the product.

They might also be able to help you in kind of preparing a framework for passing it on to the prospects customers or clients what is so, special about the product. Another thing is you can definitely talk to users of your products as well as competitors. Now the users of your products are going to give you a perspective about maybe the best things about your product or even issues with your product.

But if you even a mile ahead and start exploring what is special or what is not so, good about competitors products that can also help you a great deal in pitching well or closing

deals when you are meeting prospects and customers along with this you should always keep regularly researching what is it that the competitor is doing or if there are any products that they are thinking of coming up with.

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Enthusiasm: Always remember, your enthusiasm is going to be infectious in many ways. You should be passionate about what you are doing, about the products that you are selling and about the organization that you are representing. When you display intensity and passion about helping the prospects or customers in genuine ways, there are very high chances that prospects or customers will connect well.

Problem Solving Skills: For the buyer, you are going to be the face of the organization. For any issues related to the product, they will always be contacting your first. Thus, your approach must always be about solving their problems by connecting them with the right people. Your ability and skillset to trouble shoot will certainly play a key role in creating better customer experiences.

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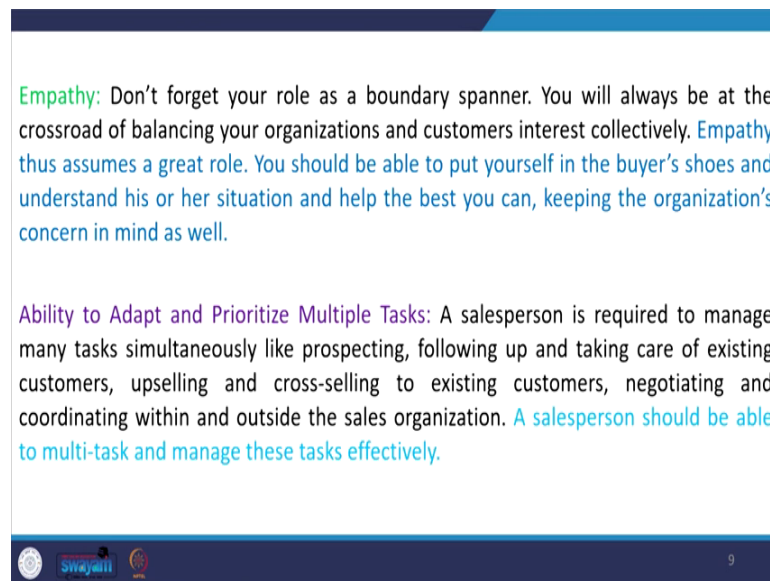
After these the another skill which will hold primary importance is enthusiasm. And trust me enthusiasm is definitely going to be infectious. When you are talking passionately about your products or about your organization or it gets reflected how much passionate you are about the job that you are doing, it is definitely going to help you connect well with the prospects or customers.

When you intensely give an indication that you are there to help the prospects or solve their problems or just help them in growing their businesses this is going to be magical as far as your job and connect with prospects or customers or clients is concerned. Now, another skill set which is going to at play crucially is problem solving skills. Now when you get to the facet of problem solving skills what you need to understand is that you are the face of the organization for the prospects customers or clients.

If they are going to face any issues with the product or they need any information you are the person that they are going to get back to. We do understand that you might not be having every information all the time or a few queries that they might not be related to your skill set.

So, what is important is that you connect them with the right people and your ability and skill set to troubleshoot will certainly play a key role in creating better customer experiences, because if the problems of the customers and clients are resolved in a paced manner or you do not take too much of time, this definitely enhances the level of experience and satisfaction for them.

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Empathy: Don't forget your role as a boundary spanner. You will always be at the crossroad of balancing your organizations and customers interest collectively. **Empathy thus assumes a great role. You should be able to put yourself in the buyer's shoes and understand his or her situation and help the best you can, keeping the organization's concern in mind as well.**

Ability to Adapt and Prioritize Multiple Tasks: A salesperson is required to manage many tasks simultaneously like prospecting, following up and taking care of existing customers, upselling and cross-selling to existing customers, negotiating and coordinating within and outside the sales organization. **A salesperson should be able to multi-task and manage these tasks effectively.**

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Apart from that empathy. We have discussed about this also at great length. You should be in a position to put yourself in the shoes of the prospects customers and clients and then provide solutions to them. This will not only help you connect with them on an emotional level, but will also give you a perspective about the issues and problems of the prospects customers, which can later on be utilized to improve the offerings.

Now as we move further we all know that a sales person is multitasking all the time in one way he could be prospecting he could also be dealing with the issues of existing customers or he could also be required to do research as far as the next prospect which is going to meet is concern. So, lot of jobs right. So, in this case it becomes critically important that the sales person should be in a position to manage all these tasks effectively without getting in too much of stress.

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Basic Analytical Skills: A salesperson is the one who interacts with customers on daily basis and are well versed with ground reality. From a qualitative perspective, that would be very useful. But to utilize the quantitative data and to bring out key research insights from numbers, basic analytical skills would be very beneficial.

Adapt to Feedback: The way customers behave is going to be very unpredictable. You should be willing to learn new skills to serve the customers in best possible ways and must be eager to adapt as per the feedback received from senior managers and peers. Smooth onboarding and training processes must be put in place by the organization.

High EQ: High emotional quotient can indeed play a crucial role in dealing with customers as well as team members within the organization in normal and stressful situations.

Source: <https://blog.hubspot.com/sales/sales-associate-skills>

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So, as we move further basic analytical skills are again going to be important. So, this can be looked from two perspectives one is qualitative which means whenever you are having conversations about the problems of the prospects customers or clients even what is it that they like in your product, you can keep notes of that and there are a lot of software's like n vivo atlas which are available, which can be used for analyzing this data systematically.

Another perspective is about quantitative data which means, surveys can be conducted or if some numerical databases are available in order to use that effectively you need to have basic analytical skills so, that you can derive great insights from such data and we all know today for companies consumer data is definitely a great treasure to bring in exceptionally great insights. Along with this you should also have the skill set to adapt to feedback.

And this is going to be very important when you are in initial phase of your sales job you might get feedback even from the prospects or customers that you are meeting from your peers or definitely from your senior sales manager. So, you should take that in positive spirit and should work towards adapting that to improve your job as a salesman.

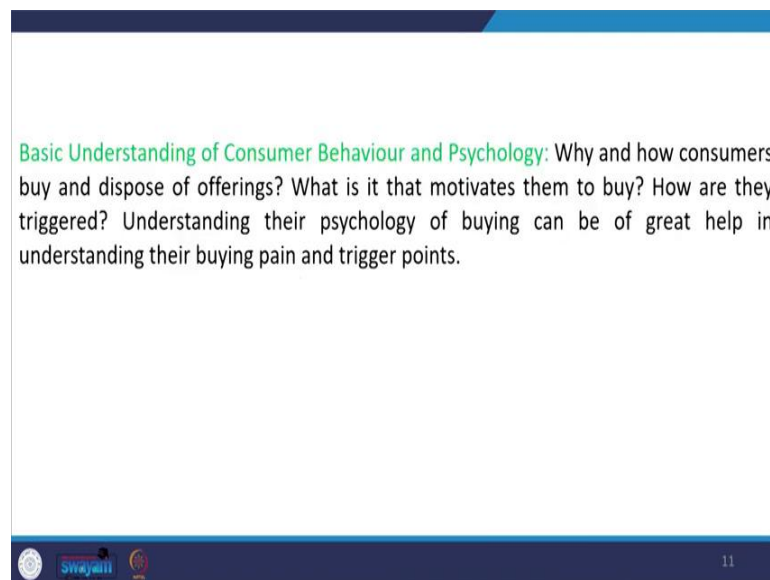
Now another facet which is going to be of high importance is high emotional coefficient. See, many times you could be dealing with customers who are too demanding or in such

situations they might not even treat you with the respect that you were expecting or might get even agitated.

So, in this case it is very important that you have a very high level of emotional coefficient so, that you can adapt to these situations. Along with this the sales job is definitely going to be a lot more pressuring as compared to other jobs.

So, it is only high emotional coefficient which will help you sail through and survive through the difficult times whether it is normal situations or even stressful situations. When you could feel that you might not be in a position to achieve your targets and which eventually will require you to work hard and go an extra mile for achieving these.

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So, basic understanding of consumer behavior and psychology is also going to be very important. When the sales person understand how consumers buy the product and how they even dispose of and what is it that motivates them to buy the product or why they do not buy the product? All these facets are going to be very important with respect to pitching the prospects customers or clients in the best possible ways.

As far as psychology is concerned when you understand the psyche of customers in the same lines with respect to buying or not buying or what can be used as a trigger in positive way to help them grow or solve their problems this is definitely going to go a great deal in helping you achieve your sales targets and come across as a star salesman.

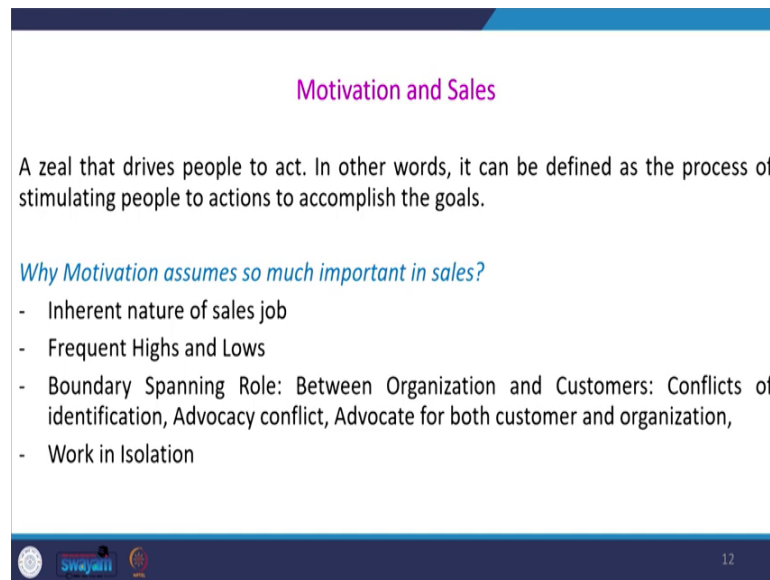
Now, just to put things in perspective even if you look at the stages of the sales call or the sales process whether it is prospecting and lead generation, then getting to pre approaching presentation and demonstration, then handling objections and finally, getting to trial close and closing all these skills are going to be very important right. If you are not good at communicating, which means putting your point effectively and even listening the stages of the sales call may not be that effective, right.

Apart from that basic analytical skills are not only going to help you in deriving rich insights from the consumer data, but they are also going to help you in figuring out how much profitability levels need to be maintained so, that you are making the right contribution for your organization itself and you are also making sure that the prospect or the customer is not at loss.

Apart from that negotiation skills are very important for some situations you could be using team selling approach where you might have a specialized person who could handle the negotiation part, but for a salesman also it becomes important to have that skill set because every time team selling approach may not be used.

With respect to handling objections also you should have the required skill set to put your point across effectively and in convincing the other party the prospects of the customers what is it that your product is offering and how prices have been kept like that. See even with respect to objections if you look at the perspective of hidden objections psychology is definitely going to come at play. So, now, I want you to connect these thoughts as we move to the next topic.

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Motivation and Sales

A zeal that drives people to act. In other words, it can be defined as the process of stimulating people to actions to accomplish the goals.

Why Motivation assumes so much important in sales?

- Inherent nature of sales job
- Frequent Highs and Lows
- Boundary Spanning Role: Between Organization and Customers: Conflicts of identification, Advocacy conflict, Advocate for both customer and organization,
- Work in Isolation

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Now, we further delve into the interplay between motivation and sales we first need to understand what motivation is. In simple words, it can be said it is the zeal that drives people to act or in other ways we can say it is the process of stimulating people to actions to accomplish the goals. Now when we are talking about goals we need to understand there could be a conflict between personal and organizational goals, that is why whenever we draft a motivational plan or we are working on the strategies we need to take that into account.

Otherwise also there are a lot of factors which make motivation very crucial for the sales world. So, the first one is inherent nature of sales job. We all know that sales anyway is very challenging right. You are meeting prospects customers on daily basis and you might be facing a lot of rejections until unless you are motivated in right ways either in intrinsic ways or by the organizations by adopting extrinsic methods things may not work out well.

Frequent rejections might even force the sales people to move to a different profession that is why motivation plays a critical role in the sales world. Apart from that sales people usually face frequent highs and lows which means in one month or quarter they would see that the targets have been achieved in fantastic ways whereas, in the next month or quarters they might see that no sales just happened.

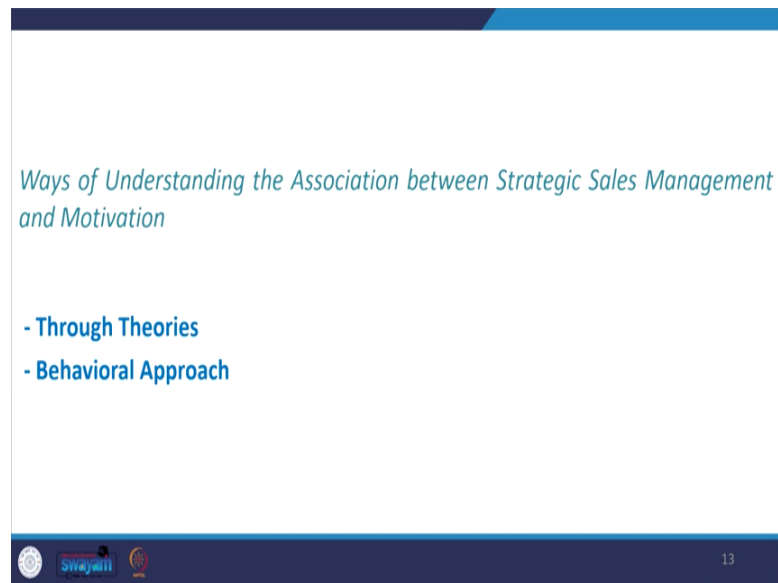
So, in order to manage these highs and lows, we need to have right write motivation methods in place otherwise we could again see the same situation you might see a lot of people who could move to different jobs boundary spanning rule also makes it critical. In one way you have the sales people who take care of the interest of the organization. In other ways he is also required to empathize with the customers and balance their interest as well.

So, there could be conflict of identifications like in some cases the sales person might get too much identified with the customer and may undermine the interest of the organization or in other situations he could get too identified with the organizations in trust and might sell it at too over price to the customer, which again is not going to be good and when we talk about advocacy conflicts or sales person as an advocate for both customer and organization.

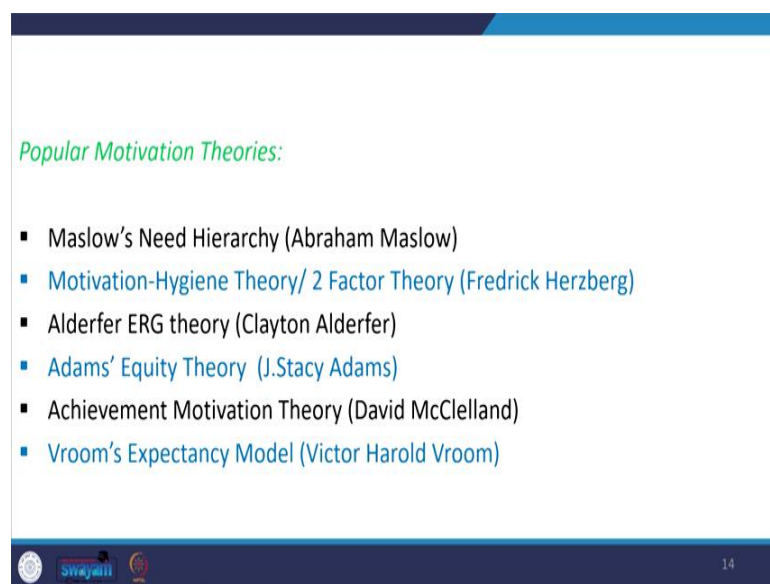
We are again talking about the same facets that he is required to balance the interest of both organization as well as customers. Apart from this working in isolation also makes it a little more difficult the sales people who are working in fields many times they are away from their families they are away from organization. So, we need to figure out ways to keep them going on daily basis right. So, that is why motivation becomes very important.

Because when they are away from their homes in one ways you have so much pressure of the sales job and in other ways they could also be going through emotional upheavals when they are away from their families. So, right motivation methods can definitely be magical in this situation.

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Now, there are two ways of understanding the interplay between strategic sales management and motivation. So, one is we can understand it through theories other is we can understand it through the behavioral approach. Now these are the popular motivation theories first one is Maslow's need hierarchy which has been very very popular which basically talks about a need hierarchy which comprises 5 levels of needs. Apart from this you have Motivation Hygiene Theory or 2 Factor Theory which was proposed by Fredrick Herzberg.

This basically talks about two kinds of factors which are motivation and hygiene factors and can also be called as dissatisfiers and satisfiers. Another theory which is quite popular is Alderfer Erg theory and this has been proposed by Clayton Alderfer. The next theory is Adams Equity Theory, which basically talks about being fair with respect to the rewards and treatments that you give to different people in your organization which are precisely on same or comparable levels.

Now the next one is Achievement Motivation Theory which was proposed by David McClelland and finally, you get to the Vroom's Expectancy Model which was proposed by Victor Harold Vroom. Now concerning these theories I am only going to discuss about these in brief and side by side we will also talk about how these becomes important in the selling milieu.

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Maslow's Need Hierarchy

An individual seeks to **fulfil his or her needs based on hierarchy**
After an individual gratifies basic physiological needs, only after that he or she will attempt to satisfy *safety, social, self-esteem and self-actualization needs and in the same order of priority*

Physiological Needs: Food, Clothing, Warmth and Shelter
Safety and Security Needs
Social Needs: Friendship and Belongingness
Self-Esteem: Feelings of Accomplishment and Prestige
Self-Actualization: Reaching full potential

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So, the first is Maslow's need hierarchy. The basic premise of this theory is the fact that an individual seeks to fulfill his or her needs based on a hierarchy. So, what Abraham Maslow proposed is there are basically five kinds of needs that come in play. So, the first is physiological needs, which are related to food, clothing, warmth and shelter. The next are safety and security needs which are precisely related to the feeling of security or feeling safe.

The third is social needs which are related to friendship and belongingness or being socially acceptable and the fourth one are self-esteem needs which is in a way get

associated with accomplishment and prestige and finally, the self-actualization needs which is all about reaching your full potential.

So, what Maslow has proposed is that these needs are going to operate in order which means that first physiological needs need to be satisfied then the person will move to safety and security needs then to social needs and then self-esteem and finally, self-actualization, which definitely came as a criticism because any of these needs could be at play at one time or collectively as well.

Now for the sales world the implications of these theories can be connected to the point that whatever compensation is being given that should definitely take care of the physiological needs. If you are paying a salary to someone in which they are not able to make their both ends meet they are not going to stay in that job for a longer time right until unless they do not have any other option they might stay, but this again is going to be for a short time.

Apart from that there should be a sense of security and safety, which means they should never fear that they will be asked to leave the job or might be terminated because in this case also motivation levels are going to be very low. Social needs can also be satisfied by organizing group meetings or going for outings with the sales teams so, that friendship and belongingness feelings can also be taken care of.

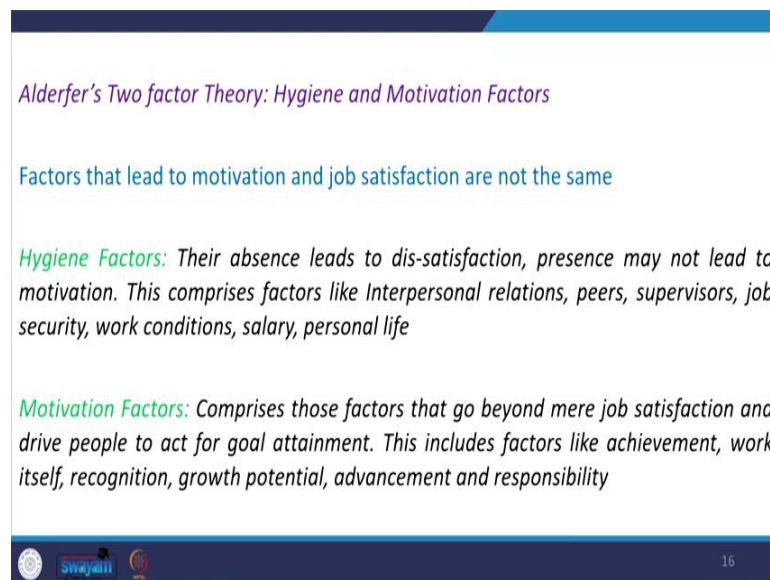
Now this becomes very important for people who are working far away in fields from their families anyway they are away from their families and if the organization is not taking care of the social needs that is definitely going to be a non-acceptable thing for a longer time.

Now these are the lower order needs when you get to self-esteem and self-actualization these are considered as higher order needs with respect to the sales job feelings of accomplishment in prestige can also be achieved. One way of helping people achieve sales esteem in sales job is by giving them promotions if they are performing in fantastic ways.

Maybe a pat on the back or giving appreciation letters or sending appreciation mails can also do the job and finally, self-actualization is all about reaching full potential. Now one way of this could be that you provide them all the necessary support so, that they can

reach wherever they want to be in their jobs precisely in this case could be the position of director deputy director or even zonal managers in this case. Another way could be providing them sabbaticals to do what they enjoy most in their life and which they think was the purpose for them as far as their life goals are concerned.

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Now, when you get to the next theory which is elder for two factor theory we need to understand hygiene and motivation factors. The basic premise of this theory is factors that lead to motivation and job satisfaction are not the same. Now, we will understand hygiene and motivation factors. Now hygiene factors are those factors their absence is going to create a sense of lack of job satisfaction or dissatisfaction, but their presence is not going to motivate.

I will give you one example for this if a person is joining a sales job basic working facilities like the availability of water or a place to set are going to be hygiene factors you cannot expect the person to be motivated when these are provided right. The next set of factors is motivation factors, which definitely go beyond mere job satisfaction and they drive people for goal attainment or for achieving higher goals.

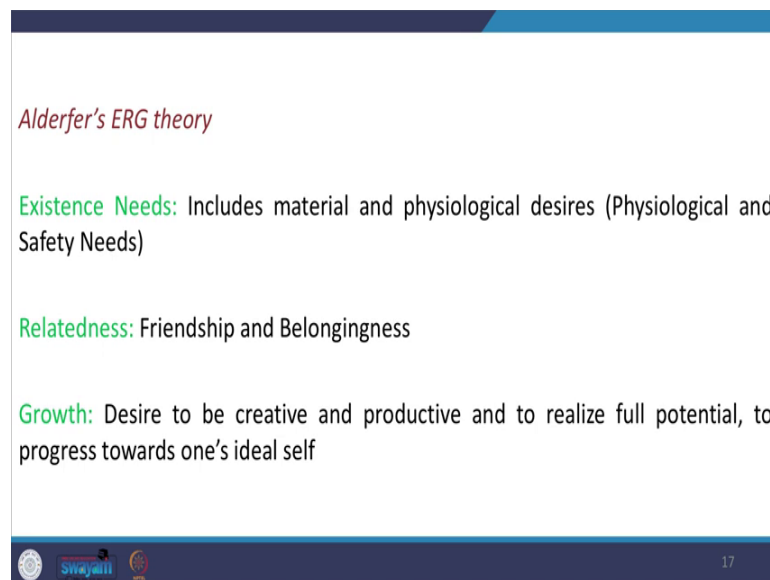
And this includes factors like achievement work itself recognition growth potential advancement and responsibility. But there is one interesting thing when you talk about hygiene factors. Salary and money have also been considered as a part of hygiene

factors, which in a way indicates that after a certain time they are not going to work as motive fitters.

If you talk about the implications of this theory it becomes important for the sales manager or the reporting manager to identify what is it that works as a hygiene factor for a particular team or a salesman and what is it that works as a motivation factors for a particular salesman.

Then the combination of these should be used to create job satisfaction and then for motivating them to perform to the best of their abilities.

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Alderfer's ERG theory

- Existence Needs:** Includes material and physiological desires (Physiological and Safety Needs)
- Relatedness:** Friendship and Belongingness
- Growth:** Desire to be creative and productive and to realize full potential, to progress towards one's ideal self

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The next we are going to discuss is Alderfers ERG theory. Now this also can be related to Maslow's need hierarchy, it is just that they had five set of needs and Alderfer has divided them into three needs. So, the existing needs basically talk about taking care of the material and physiological desires.

The next one is relatedness needs which talk about friendship and belongingness and the last one is growth which again in a way talks about self-actualization, which is about pushing people to realize their full potential or to progress towards ones ideal self. So, we can use the same implications that we had discussed for the Maslow's need hierarchy the same can be applied to the ERG theory as well.

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Adams' Equity Theory

Rewards should be fair for efforts, and at par with what is received by peers or other employees at same level

David McClelland's Achievement Motivation Theory

nAch : Need for Achievement: Urge to achieve something in what you do
nPow: Need for Power: Desire to hold control and Authority
nAff: Need for Affiliation: Urge to hold social and interpersonal relationships

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Now, what we are going to discuss is Adams equity theory. Now this theory is built on the premise that whatever rewards are being given for the effort should be fair and they should be at par with what is received by peers or other employees at the same level. Now in the sales world what becomes important is that pay band of people who are on same level or are performing similar sales job should be same or even the incentives that are being given to them should be same.

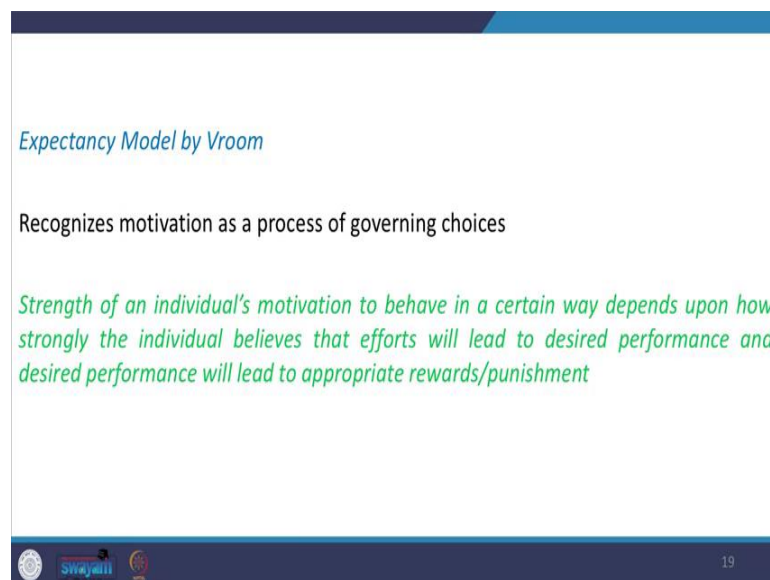
If in case, you are giving an employee x a higher level of incentives for performing the same, which has been done by y and their incentives are different this can lead to a higher level of demotivation and dissatisfaction though this is one thing, which should be taken care of which means the people who are performing in comparable way should be given the same amounts of salary and same amount of incentives and bonuses.

Now, another theory which comes in play is David McClelland's achievement motivation theory. Now in this case they are basically mentioning about need for achievement, need for power and need for affiliation. Now when you talk about need for achievement, it is urged to achieve something in what you do. Now these are the people who would be basically working on their own what you need to do is you need to recognize their achievement and provide them all the resources that are required for them to grow.

And when you talk about need for power it is about holding control and authority which means these people are basically motivated by the power which they command over others. Now with respect to sales world this can be done when someone is growing up the ladder which means when they are performing in fantastic ways and they reach to certain positions this need can be satisfied.

Now, need for affiliation is basically about creating a sense of fun. It is about taking care of the urge to hold social and interpersonal relationship. One way of satisfying these could be you are organizing regular meetings you could be taking your team out for lunch or for dinners or you could also be organizing collective outings with your whole team this in way can help in these.

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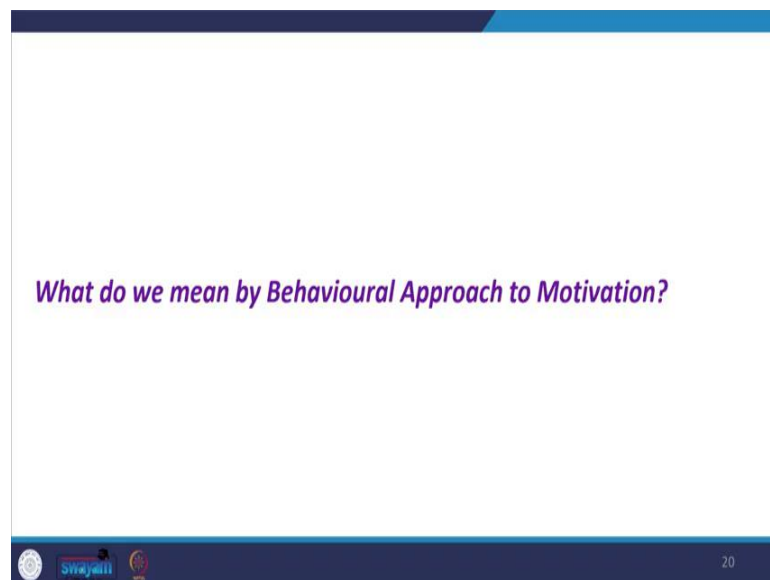
Now, the last theory which we are going to talk in this is expectancy model by vroom. Now, this theory basically recognizes motivation as a process of governing choices. So, as far as this theory is concerned what the scholar is trying to say is strength of an individual's motivation to behave in a certain way will be dependent upon that the efforts which he or she is going to make will lead to a desired performance and that desired performance which eventually lead to appropriate rewards and punishment.

So, one way of performing will could be that if you keep achieving your targets you will be confirmed for the job and one way of this could be that you will get higher incentives bonuses or commissions. So, in this case we need to understand the relationship between

the efforts desired performance and reward. Let us say now you came up with the contest that if someone is going to bring in the business of fun [FL] you are going to give them a bike right.

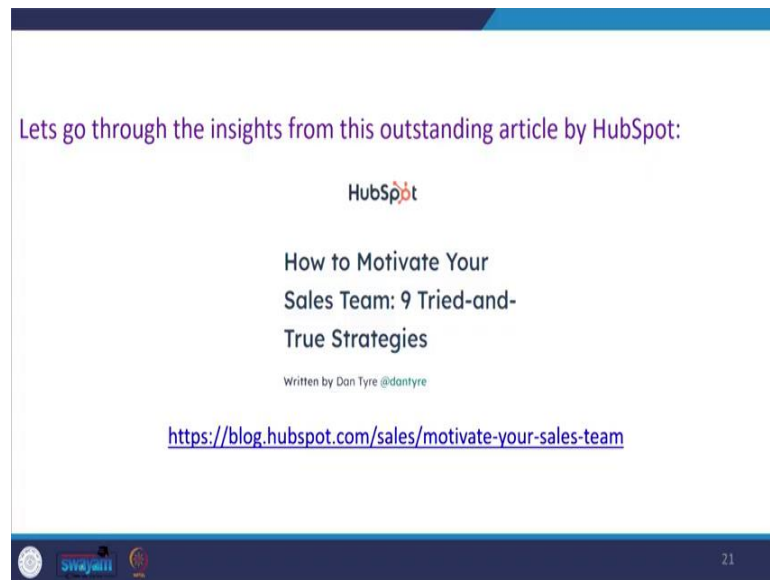
Now just look at this situation the reward is definitely not at par with the efforts which one would be making to bring in the business of fun [FL] if it is a small organization. So, that is why all these things will come in picture. You need to bring in a strong connect between the efforts that one will make, which will lead to the desired level of performance and finally, the rewards which they should be given.

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Now, we get to the another exciting part which is behavioral approach to motivation. The theories that we just discussed can only be used in the ways they have been explained by scholar's right, but behavioral approach is a lot more exciting.

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A presentation slide with a white background and a dark blue header and footer. The text is centered. At the top, it says "Lets go through the insights from this outstanding article by HubSpot:". Below that is the HubSpot logo. The main title is "How to Motivate Your Sales Team: 9 Tried-and-True Strategies". Below the title, it says "Written by Dan Tyre @dantyre". At the bottom, there is a blue hyperlink: "https://blog.hubspot.com/sales/motivate-your-sales-team". The footer contains a small circular logo on the left, the text "SWJAH" in the middle, and the number "21" on the right.

Lets go through the insights from this outstanding article by HubSpot:

HubSpot

How to Motivate Your
Sales Team: 9 Tried-and-
True Strategies

Written by Dan Tyre @dantyre

<https://blog.hubspot.com/sales/motivate-your-sales-team>

SWJAH 21

Now, there is this outstanding article by HubSpot which basically talks about How to Motivate Your Sales Team: 9 Tried-and-True Strategies this is precisely built on the behavioral approach to motivation. So, what this approach means is, that you should have conversations with people that you want to motivate in different ways like you can ask them how they like to be managed.

You can also ask them about their personal goals and then see how they can be mapped with the professional goals because once personal and professional goals achieve a unity at least to a certain level of degree, you will see that the person will have a different level of motivation and will always be pumped up to achieve a higher level of performance.

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Considering the behavioral approach you should always set daily weekly and monthly goals for the people that you want to motivate because in one way let us say if the person is not performing you will know it beforehand and you will be able to help them work harder or work in better ways to achieve what is required.

You should work collectively with them to find out where the issue lies which means if the targets are not being achieved or there is something which is not going right you should not completely put it on the sales people rather you should work collectively with them figure out where, issue lies and together you should find out solutions. And then you will see that it is definitely going to change the way they behave and let people pick rewards.

See we want them to perform to the best of abilities let them decide what is it that they will want as a reward and finally, give great rewards which means that they should be at par with the performance or what is it that they have achieved. So, I would urge you to go and read this article trust me you are going to get some fantastic and outstanding insights as far as this particular article is concerned.

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Channel Management:

This is all about managing channel partners that are used to promote and distribute products and services to customers

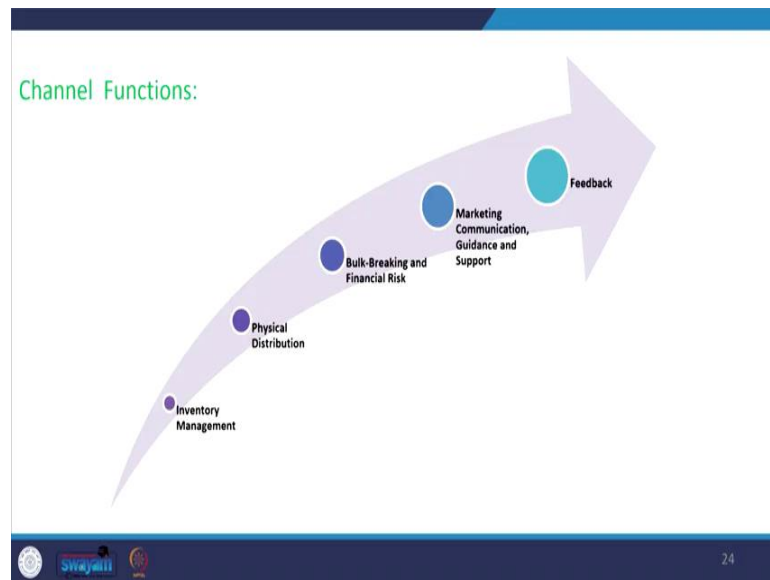
A channel partner is the one which is used for transferring the ownership of goods from one point to another.

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Now, we will be talking in brief about the last topic of this particular module which is channel management. In simple ways channel management is all about managing your channel partners. These are basically the facilitators which we use to promote and distribute product and services to the customers. Just imagine a world in which channels do not exist if a product is being manufactured at one place you will be only be able to sell it at that place.

Just imagine how challenging it is going to be and how limiting also. We might not be able to utilize the best of products that come from multinationals from different countries, we might not be able to enjoy the various specialties of different places as far as even our country is concerned. In other ways channel partner is also described in ways that they are used for transferring the ownership of goods and services from one point to another.

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These are basically the functions that channels perform they manage inventory, they take care of the physical distribution, they break bulk and they also share the financial risk with the manufacturers, they also play a great role in marketing communication, which means they provide information about the new products to the prospects or the customers who visit their outlets, they also provide guidance and support with respect to providing the ground reality feedback to the sales people which is then passed on to the top management.

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The slide is titled "Channel Management and Sales:" and lists the following topics:

- Creating Delightful Customer Experiences Across Channels
- Making Sure that No Customer is Lost
- Power of Social Selling
- Online vs. Offline Channels: Do we need both?
- Training Channel Partners for Showrooming and Webrooming

The slide also features a footer with logos for Swajathi and a page number 25.

So, one thing which becomes important for us to understand is how channel management and sales come at play. See one thing is very self-explanatory which is sales is only happening through channels right. If you want to buy something you will go to a nearby retailer or an outlet to buy products or even if it is an online channel the sales are definitely happening through the modes of channels right.

Mobile apps going through the websites or even catalogs all these are going to be the facets of channel management. So, one thing which is crucial is that the channel should aim at creating delightful customer experiences across channels which means whenever information is required or information services need to be given, channels can definitely play an important role and forms of salesmen. Let us say in stores you might see inside order takers, they should also be well trained in dealing with customers in best possible ways and taking care of their needs.

In simple ways we can say they should be always on their toes with respect to creating best of experiences for the customers. Apart from this when we talk about channel management we cannot deny the facet of multi-channel management the whole idea is about making sure that no customer is lost which means, if you have certain customers who are not comfortable buying from stores we should definitely come up with online channels for them or mobile applications for them.

Likewise, if there is a certain big section of people who would like to visit stores try products certain and feel them then you can think of coming up with stores for them. Maybe you can consider the example of lens card they have their stores where you can go and try products and see how they look on them then you can place the order through their app.

We cannot also ignore the power of social selling we have discussed about this at length, which means how today we need to use various social media platforms to reach out to the prospects of the customers.

But one thing is we should definitely see the product fit between the social media channels and the customers. The another intriguing facet is going to be about online versus offline channels do we need both which means the organisation need to ask themselves if we are present offline how much beneficial is it going to be if we go online.

This clearly indicates that having online channels may not be fruitful for every organization or if an organization is operating online having offline channels may not be fruitful or beneficial for them. Apart from this we also need to train our channel partners for handling challenges like show rooming and web rooming.

I am sure with respect to show rooming and web rooming you will be able to connect the dots and as I had said last time also we will be happy to read your views in the forum to know how do you think we can train channel partners or how we can handle the challenges of show rooming and web rooming in the best possible ways.

So, as far as this module is concerned I hope you had a great time learning about the personal selling skills and also about how we can motivate the sales team so, that we can bring out the best from them. And finally, about the facets of channel management which we discussed in brief just now. So, wishing you a great day ahead.

Thanking you for now.