

Jolles gave me some great insightful information on how to help your sales team reach new heights in becoming more motivated. Here is a look at my informative and entertaining interview with Rob. "Sales is a very public success or failure. The best way managers can motivate their salespeople by helping them be successful and provide real tools, techniques, and tactics to help them," said Jolles. Now sometimes sales teams do not meet their sales goals and this often has an impact on the whole team itself. Mr. Jolles gave me his expert opinion on sales failures. "Sometimes it's the training or product that causes the failure. No one wants to sell a product they do not believe in," said Jolles. In his speaking engagements and in helping others work through problems he believes that you must gain the trust of the person you are trying to help or train. Employee training must include more than just product training, but must also include the before and after part of selling a product. Sales training often lacks what a salesperson must know before and after a products explanation. Rob and I also spoke about fear and anxiety. "People fear change, but if we get to the heart of the matter then the world is your oyster. The best days of your career are when you don't let fear hold you back," said Jolles.

In 10 Ways To Motivate Your Sales Team (<http://ezinearticles.com/?10-Ways-to-Motivate-Your-Sales-Team&id=5470899>), author Steve Waterhouse discusses some of the ways managers can better motivate their employees and get them ready to sell!

Personalization

Managers will find that they can earn better brownie points with employees by getting to know them better. Ask them questions about what they enjoy doing and also reward them for a job well done by giving them a token of appreciation representing their interest. For example, if they are a film buff, consider giving them a pair of tickets to see the latest movie or if they love to write, consider giving them an item that represents writers like a cool pen, a journal book, or a bookmark saying something special about writers.

Private and public rewards

You may find your employees enjoy getting a public reward for their efforts. When I worked as a Sales Assistant at a TV station, employees were recognized for their hard work in weekly sales meetings and station meetings. Prizes are sometimes offered to employees for all of their efforts and this makes a huge impact on their selling efforts.

Rewards along the way

Giving rewards along the way can be just as beneficial as giving larger rewards to your salesmen and saleswomen. Give them small gifts of gratitude and they will be forever grateful for your appreciation. A small gift of appreciation may simply be taking the salesperson out to lunch or treating them to a coffee (Starbucks preferred here!).

Organize weekly meetings

Weekly meetings can make all the difference in the world when it comes to meeting the needs of your sales team and motivating them. Without meetings, communication would be lost and important deals can fall apart. Remember to listen to the team regarding avenues that are not working and sales tactics that are outdated. Talk about what works for the group and what does not. Recognize the strengths and weaknesses of each individual salesperson and you will find employees that will stick with you and your company.