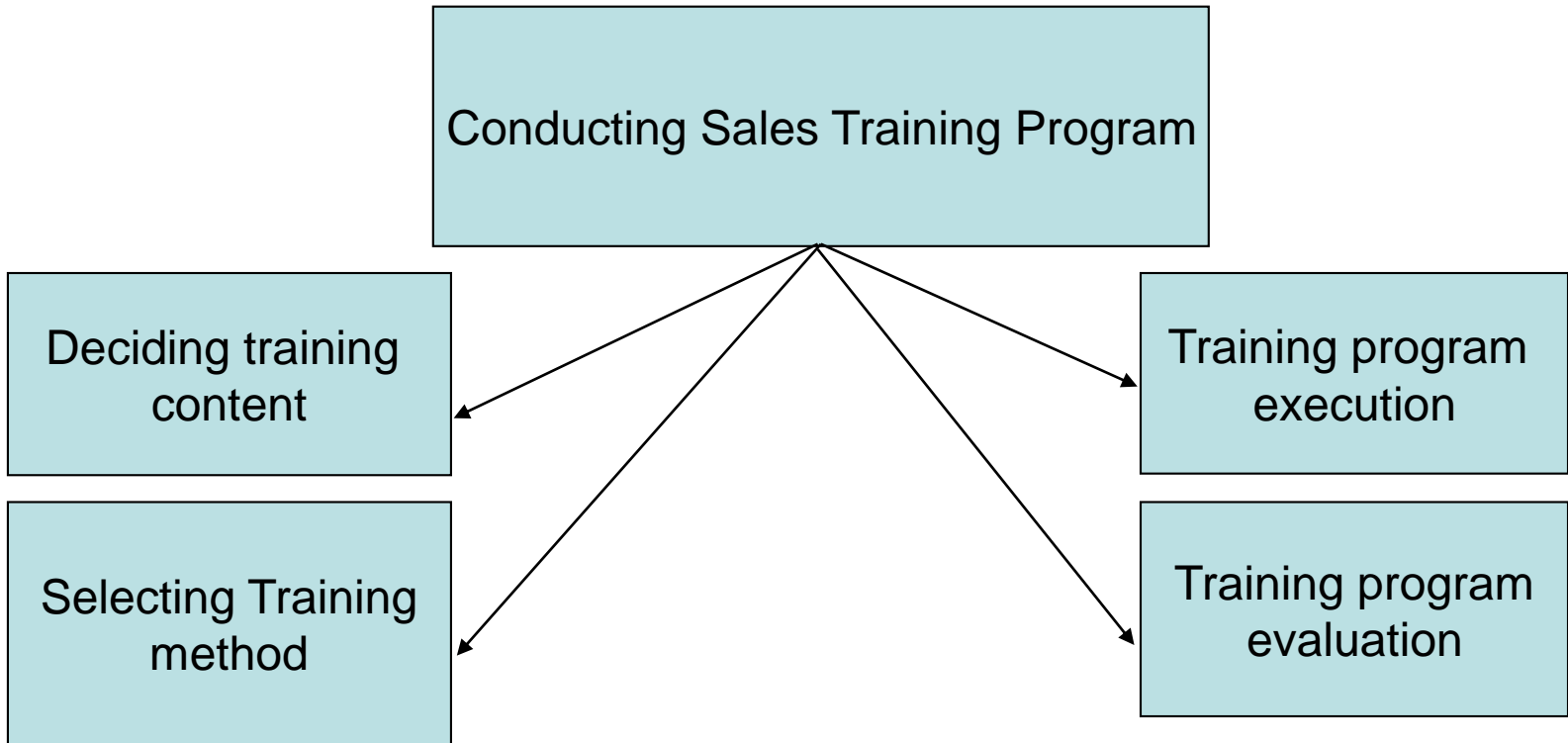


# Motivation and Training of Salesmen

# Salesmen Training



# Conducting Sales Training Program

- Deciding training content
- Selecting Training method
- Training program execution
- Training program evaluation

# Training Content

- Company knowledge
- Product knowledge
- Customer knowledge
- Competitor knowledge
- Selling skills/sales techniques

# Selecting Training Method

- The lecture sessions
- The films sessions
- Role playing
- Case studies
- In the field training
- E-learning

# Training program execution

- Usually sales trainer or sales training manager is responsible for entire process of sales training
- Execution/ implementation includes preparing time table, arranging internal /external trainers, making travel arrangements of participants, arranging conference hall and teaching aids, and so on.
- A good practice to make a final check one/ two days prior to start of training program
- Obtain feedback from the sales trainees at the end of the program.

# Training program evaluation

- Participants reactions to the training course.
- Gaining and retention of knowledge and attitude change.
- Changes in work behavior.
- Organizational outcomes.



# Salesmen Motivation

# Motivation methods

- INCENTIVES
- BONUS
- CAREER PROMOTION
- TRANSFERS TO BETTER LOCATIONS
- FESTIVAL GIFTS
- MORNING NEWS PAPER
- BIRTHDAY WISHES
- WEDDING ANIVERSARY WISHES
- HOLIDAY TRIP

# Motivation through Sales Meetings

1. Salesmen working in different territories and regions meet at one place to discuss the sales, schemes, other promotion, about dealers/distributors/wholesalers /retailers, about competitors and other related issues.
2. Sales meeting are held once every month/quarterly/half-yearly/yearly.
3. Sales meeting are useful for salesmen to express their opinions.
4. Sales meeting are a source of new ideas for designing strategy.
5. Sales meetings will help salesmen to share their experience with their peers
6. Sales meetings are platforms of learning
7. Sales meetings are a great source of motivation

# Salesmen Evaluation

# Sales Contests

1. Sales contests are conducted for salesmen to compete among themselves to achieve the highest sales.
2. Sales contest are held for a certain period like monthly, quarterly, half yearly or yearly
- 3 . Sales contest will enable salesmen to test their potential
4. Sales contest will boost the motivation of salesmen
5. Sales contest will help organization build an healthy competitive environment
6. Sales contest will help organization to achieve the desired level of sales and growth
7. Internal competitive environment will strengthen organization to compete effectively with competitors

# Day to day evaluating and supervising sales personnel

Standards of performance :

## 1. Quantitative standards

- i. Sales in units
- ii. Sales in money
- iii. Sales in percentage compared to last month or year
- iv. Addition of retailers, distributors/dealers, wholesalers to the existing pipeline
- v. Addition of institutional customers
- vi. Running of schemes

## 2. Qualitative standards

- i. Participating in MIS
- ii. Sales reports submission
- iii. Involvement in brand building
- iv. Training and motivating sub-ordinates
- v. Territory level information to superiors
- vi. Participating in MR(Marketing Research)
- vii. Computer savvy
- viii. Role in CRM