

Sales Motivation Ideas for the New Year

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The start of the new year can be a slow time for sales. Businesses often tighten their belts after the holidays, and your sales staff may be lacking in motivation to pursue new leads. To get things moving and keep your business going, implement tactics designed to renew your staff's interest in selling. In doing so, you can create enthusiasm, boost engagement and help your business pick up.

Contests

A sales contest can be a way to re-energize your sales team and fire up their competitive spirit. Design a competition based on your sales needs: focus on new customers, for example, or who can get the most new leads. Aim for short-term contests to keep the excitement going and provide public recognition to winners as the contest progresses to provide extra motivation.

Cash Bonuses

Few things motivate employees more than cash, particularly after the holidays, when your people are feeling the financial pinch. Choose a specific goal you want your staff to achieve, one that will help your business address a weak area or achieve a strategic goal. Set a time limit and individual goals and reward your staff with cash whenever they meet the goal.

Relationship Maintenance

Instead of focusing on going after new clients, consider having your sales staff target existing customers. In the new year, assign them the task of renewing relationships; they can push new products or updates and reconnect with customers who have been inactive. By allowing sales people to spend more time talking to people they know than cold calling, you can provide a more pleasant way to start the year. With successes from past clients, your staff may have the confidence and excitement to pursue other opportunities.

Flexibility

In the dreary winter months at the start of the new year, give your staff the freedom to work from wherever makes them most comfortable, whether it's a coffee shop or a closed office. Allow them the flexibility to get out of meetings and work whenever and wherever inspires them the most. By giving them the freedom to design the working environment that works best for them, you may see an improvement in performance.

Power

If you sense your staff members need motivation to improve their sales, reward progress with power. Announce that the top sales person will get a special treat: the ability to hire an assistant, for example, or the ability to choose a territory or product assignments. Choose something that will be meaningful to your team, whether it is the power to move into a new office or the opportunity to be present at strategic meetings with top executives.

