

Atlanta Sales Leader,

Thank you for attending the premiere gathering of Atlanta area sales leaders with your attendance at the spring breakfast event of the Atlanta Chapter of the Sales Management Association on Friday, April 20th. We have received very positive feedback on the relevance of the group discussions and this can be attributed to the quality of sales leaders in attendance. It is our hope that everyone was able to learn from their peers and take home valuable insights and best practices for motivating your sales force.

To recap, the event was highlighted by our roundtable discussions on “**Motivating Your Sales Force: A motivated sales force creates momentum, momentum drives results. How can sales leaders motivate their sales force to create momentum?**”

The topic experts for the event were:

- *Scott Sands*, Practice Leader, Sales Force Effectiveness at Aon Hewitt™
- *Carl Strenger*, Vice President of Sales Operations at UPS™
- *Tyler Winkler*, Vice President of Sales at Dell Secure Works™
- *Dean Nolley*, Vice President of Sales, Southeast District at Ricoh™ Americas
- *Patrick Murn*, Senior Vice President of Sales at LexisNexis®
- *Steve Young*, Faculty at Georgia State University and Retired Sr. VP of Corporate & Government Markets at Verizon Business™
- *Ann Evangelista*, Managing Director at TalentQuest™
- *Cameron Fowler*, Vice President of National Sales Strategy & Operations at Groupon®

**Key Takeaways from the Group Discussions were as follows:**

#### ***Motivation through Compensation***

- I. The compensation plan must be clearly communicated and the sales force must understand both how the plan impacts them and why the plan is in place. A misunderstanding on either front can lead to a lack of buy-in and ultimately demotivate the sales force.
- II. In an effort to more closely align the sales force with the strategic goals of the company, many firms are beginning to compensate on both revenue and profitability. When doing this, be very clear about how the profitability will be calculated.

#### ***Motivation through Recognition***

- I. Create a culture of recognition by integrating recognition into regular business activities such as team meetings and getting the entire executive team committed to recognizing the sales force.
- II. The uniqueness of the recognition is directly correlated to the level of motivation that it provides.
- III. It is important to recognize not only the results that you want, but also the behaviors that you want to reinforce.

#### ***Motivation by Coaching***

- I. Coaching is most motivating when the sales team perceives that the leader is invested in their personal success.
- II. Feedback and follow up items must be clear and consistent in order for Coaching to be motivating. Inconsistent feedback and erratic follow up lead to confusion which can be counterproductive.

### ***Motivating the Millennial Generation***

- I. Be transparent with the millennial generation and provide them with context for how their work is impacting the business.
- II. The millennial generation responds well to respect. Even if it is not yet earned, showing a millennial respect will motivate them to work harder and produce higher quality results.

Integrating these key takeaways can support your continued efforts to motivate your sales force to achieve greater results. Best wishes for a motivated sales force and great success throughout the rest of 2012!

Please mark your calendar for our next event on August 10th, 7:30 AM – 9:00 AM. The topic will be “**Sales Manager vs. Sales Leader**: What makes the difference? When does it matter most? How do you develop the right balance?”

Sincerely,

Charlie Thackston

Chairman of the Advisory Board for the Atlanta Chapter of the Sales Management Association

President, SOAR Performance Group, Inc.

Mobile: 770-331-7995

[CharlieThackston@SoarPerformanceGroup.com](mailto:CharlieThackston@SoarPerformanceGroup.com)

© 2012 SOAR Performance Group, Inc.