

Sales Statement #21

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The 7 Motivators of High Achieving Salespeople

Whilst many volumes have been written on the subject of motivation of salespeople our 30 year experience has highlighted the following motivators:

Status

To validate their ability and to stand out from the crowd high achievers seek recognition through high performance. They enjoy the power and authority earned and are acutely aware of their image and reputation.

Control

They delight in engaging and influencing others but don't necessarily seek approval. This allows them to do their job effectively.

Respect

High performers work hard at improving their skills, product and industry knowledge so they are seen as an expert in their field gaining respect in the process. They like to advise on what is right or a best fit for their clients.

Routine

Contrary to the stereotype that salespeople are impulsive and somewhat undisciplined, most like routine and hate having it interrupted. They prefer positive actions to positive thoughts because positive thoughts will happen naturally after positive action.

Accomplishment

Working hard to earn the income to afford a beautiful home, wear quality clothing and drive a prestige car can be initial prime motivators, but for those who are consistent high sales producers find money loses its ability to inspire. They create new challenges to maintain their enthusiasm.

Stimulation

Whilst they thrive on challenges they tend to project a calm and relaxed manner. High achieving salespeople have more physical and mental energy than most and channel it through greater levels of measured activity.

Honesty

They are commitment to honesty and integrity in all their dealings. They will leave a company if its product or service is misrepresented. However experience has taught them that products and services are not perfect and are sold within their limitations.

What motivators can you relate to? Perhaps there are some you were not conscious of? Knowing what motivates you can propel you to greater sales achievement and personal fulfilment.



For more information or if you want to discuss a sales or sales management issue then contact Kurt Newman on +61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.



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