

Motivating Your Staff to Achieve Optimum Results

What are the personal attributes of your most talented sales personnel?

- ▶ Achiever
- ▶ Competitive
- ▶ Goal oriented
- ▶ Ambitious
- ▶ Aggressive
- ▶ Self-motivated

Create an environment at the trade show that encourages the salesman to be his best.

Considering the unique dynamics of trade show selling over the dynamics in the salesman's normal environment, you must provide incentives for the sales staff; otherwise the inability to track the results of their efforts will adversely affect performance.

By nature, sales representatives are individuals who respond to measurement, achievement and results.

In the field, he or she is independent, setting daily schedules and measuring daily success by orders sold or degree of prospect interest established.

The sales rep reports back to management for recognition of his or her individual achievement.