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Gone are the days of fairy tales and magic, of witches and princes, and of places where wishes came true. Today one has to think, plan and work to get things done. In the highly competitive scenario like ours nothing is guaranteed, and more so when it involves people. Retaining and getting 100 percent out of your sales staff has become the bone of contention for a majority of organizations.

However, employers in their haste to get the most out of each employee become oblivious to the fact that this is a give and take relationshipâ€”where salary is just one part of the bargain. Making your sales employees feel valued and giving recognition for their contribution makes them happier and boosts their morale. However, beyond rewards and reinforcement most entrepreneurs and sales managers are at a loss for techniques to keep their sales staff motivated and thus the business flourishing.

Here are some handy tips to boost the motivation of your sales team:

Focus on a quality training course: However frustrating it might be, it is a fact that in the sales industry not everything can be taught to the sales staff. Hence, in order to increase the motivational level of the sales staff and to make them sell and sell well, it is imperative to focus on such skills that can be taught through training courses or otherwise.

Take inputs: An effective training course does improve the performance of the sales staff and eventually the business quite significantly. It is advisable on this front to take inputs from the sales staff in the areas they need help with and also with the information that they, as a fresher into the field or organization, found helpful. Such information can serve as the outline of the training courses. It is however, equally important to ensure that the training course is dynamic, interactive and need based, or else the trainees will soon lose interest and the courses will become a tedious and boring routine event.

Ensure ongoing quality training: It is important for the training course to be quality based and an ongoing process. Rather than leaving the sales representatives on their own devices, the sales manager or the entrepreneur should call on for regular follow-ups on the training being imparted.

Value every feedback: Approachability and open and free inflow and out flow of information as well as feedback can do wonders to an organization. Not only does the staff feel valued and motivated, but they can also come up with amazing solutions to both small and relatively big problems. Feedback can vary from questions and queries, to comments, complaints and reviews of any new technique or process and is a rich source of information.

For any organization to function smoothly, it is important to remember the rule that happy employees make happy clients. Only when the employees, particularly the sales people who are a direct link between the organization and its consumers, feel valued and motivated, can they deliver the best results. To witness your sales skyrocket, it is important to keep your sales staff motivated, be it through a training course or through perks and applause.

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