

## REWARDING SALES PEOPLE

Sad fact - some of your sales guys bring in much less than others – yet they get paid the same.

As a company owner you have a mix of high performers and poor pitchers.

Sadly you didn't know this until they started working for you.

Doesn't seem fair they all get paid the same.

I used to sit next to a chap who made EIGHT calls a day while I would make OVER A HUNDRED. He sold ONE deal a week while I sold over FIVE A DAY. Unbelievable, but true. We weren't even paid the same salary, he was on basic wages, mine was double his and my commissions were outrageous.

He also complained about how much more than him I earned!!

I couldn't understand why they kept him.

Turns out he made just enough to keep the lights on and cost the company bare minimum in rewards.

My thinking is this:- get rid of Kris, hire another person as motivated as me and watch sales double.

This next statement will start a debate:-

Good sales people do not need a wage!

In 35yrs of sales I have had ONLY TWO salaried positions.

Poor sales people will argue they should be paid a salary (insurance against poor performance) to make pension payments, feed the kids blah blah blah..... A load of old tosh.

They simply have no confidence in their ability, they're lazy – or both!!

It was once said a sales person should bring in TEN TIMES his salary. I disagree, get rid of the salary, hire self-employed sales staff and pay massively for results.

Here's a better saying, "Commissions are better than wages"

You can you change poor performance.

However, you need to know (and understand) what drives sale people.

Before you can truly motivate a sales guy you first need to know

- A) Why they're working for you – It's NEVER just about the money
- B) What drives them – there is a reason they want to do well
- C) What are their goals – what do they want to achieve
- D) What are their values – Why are they doing what they're doing?

Once you know what drives your team you can develop reward schemes, incentives and bonuses to motivate them. If you help all your sales team to achieve what they want, you automatically get what you want.

Professional sales people wouldn't want a salary because it limits on what they can earn.

I promise you this:- Weed out the wasters and watch your profits soar.

Let me have your sales guys for one week and we will double (even triple) your conversion rate.

I'd love to hear what you think of this little guide, feedback being king and all. DM me, email or ring me for a chat.

Kindest regards

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