



# 151 Quick Ideas to Motivate Your Sales Force

*Frank R. Horvath, Julie A. Vincent*

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Traditional ways of motivating a sales force have included money, incentives, contests and even turnover (regardless of performance). While it's true being a sales professional is not for everyone, there is a way to identify, build and retain a top-notch motivated sales force. The trick is to build and keep a sales team that delivers sustainable results.

The insights included in this book are designed to shift your thinking about traditional ways of motivating sales professionals you manage. It categorizes key sales-motivating management skills, tools and techniques while incorporating the art and science of sales management, leadership and the human dynamic. In this book you'll learn:

- \* Coaching and Development
- \* Sales force Processes and Systems
- \* Keys to Sales force Leadership
- \* Reward, Recognition and Incentives

Sales managers that learn, know and impement a next-in-class approach to motivating their sales professionals will reap high rewards and beat their competition.

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