

ACTIONS SPEAK LOUDER THAN DOING NOTHING



ACTIONS SPEAK LOUDER THAN DOING NOTHING

When business slows, the weather is gloomy, and the economy is stalling, it's essential for managers to proactively motivate their sales teams. Here's a structured process to re-energize your team, boost productivity, and inject some fun into the workplace:

1. Acknowledge the Challenges and Foster Open Communication

Hold an Open Forum: Create a safe space for your team to express concerns and share ideas. This builds trust and shows that leadership is attentive to their needs.	
Transparent Communication: Keep the team informed about company performance and market conditions. Transparency can alleviate anxiety and foster a sense of unity.	

2. Set Achievable Short-Term Goals

Break Down Targets: Divide larger sales goals into smaller, attainable objectives to maintain momentum and provide a sense of accomplishment.	
Celebrate Small Wins: Recognise and reward progress, no matter how minor, to boost morale and encourage continued effort.	

3. Invest in Training and Skill Development

Upskill the Team: Use slower periods to provide training on new sales techniques or product knowledge, preparing the team for future opportunities.	
Peer Learning: Encourage experienced team members to share successful strategies, fostering a collaborative learning environment.	

4. Introduce Fun and Engaging Activities

Sales Contests: Organise friendly competitions with incentives like gift cards or extra time off to stimulate motivation. Answer a question with a question. Paper/scissors. Teach a skill and run a quiz.	
Team-Building Events: Plan activities such as themed dress days or virtual games to strengthen team cohesion and lighten the mood. Bonuses for specific acts: most service introductions in a week	

5. Encourage Innovation and Creative thinking

Brainstorm Sessions: Hold meetings to generate new ideas for reaching potential clients or improving sales processes. Activate customer rewards programs. The best productive ideas gets a reward	
Pilot New Approaches: Test innovative sales tactics or marketing strategies, allowing the team to explore and learn from new experiences. Work the service department and data base.	

6. Lead by Example

Active Participation: Demonstrate commitment by engaging in sales activities alongside your team, showing that you're invested in their success. Product quiz, 6 position competition.	
Positive Attitude: Maintain an optimistic outlook to inspire and uplift the team during challenging times.	

7. Recognise and Reward Efforts

Personalised Acknowledgment: Take the time to individually recognise team members' efforts, reinforcing their value to the organisation.	
Flexible Incentives: Offer rewards that cater to individual preferences, such as flexible work hours or professional development opportunities.	

By implementing this process, managers can effectively motivate their sales teams, turning challenging periods into opportunities for growth, learning, and strengthened team dynamics.

Things to do on a slow day

1. Six (6) position sell with post It notes
2. Aftermarket presentation and practice introduction
3. Business manager as above
4. Product quiz with prizes for the highest score
5. New model review
6. Walk yard as customers to identify any changes to be made
7. Brainstorm what the sales and management team can do to improve traffic (Direct mail campaign, service drive, finance promotion, local area letter box)
8. International and national website search for ideas. (Best gets a prize)
9. Swap deadest leads
10. Check service opportunities
11. Positive fun stories about the business
12. Critique phone calls with a sense of humour
13. Analyse internet enquiry and build a customer profile
14. Yard change
15. Adopt a car and use in advertising
16. Have some fun, games, table tennis, basketball dunks, darts competitions, Snakes and ladders
17. Catch people doing something approximately right and give out little prizes, scratchies, Fredo's, Wine
18. Meet and Greet customers with something, bottle of water, umbrella, colouring book , even a scratchie.

NOTES AND ADDITIONS