

Salespeople Live On An
Emotional Roller Coaster

Therefore, It Is Important
To Provide As Much

Positive Reinforcement As Possible

Here are a number of ways to keep your salespeople motivated:

- 1) Send out motivational quotes
- 2) Provide daily encouragement
- 3) Recognize wins big and small
- 4) Run sales contests
- 5) Develop an incentive strategy
- 6) Start a motivational tape library
- 7) Help salespeople set personal goals
- 8) Talk to reps about what interests them
- 9) Tell your sales staff you appreciate them
and tell them sincerely and frequently
- 10) “Remember attitude determines altitude”
- Zig Ziglar



Keeping Your Salespeople Motivated

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“People often say that motivation doesn't last.
Well, neither does bathing - that's why we
recommend it daily.”

Zig Ziglar

“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion.”

Dale Carnegie



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“You can get everything you want in life,
if you will just help enough other people
get what they want.”

Zig Ziglar



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“The man who moves a mountain begins by carrying away small stones.”

William Faulkner



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“The successful warrior is the average man, with laser-like focus.”

Bruce Lee

“It's not the employer who pays the wages. Employers only handle the money. It's the customer who pays the wages.”

Henry Ford

“Permanence, perseverance and persistence in spite of all obstacles, discouragements, and impossibilities: It is this, that in all things distinguishes the strong soul from the weak.”

Thomas Carlyle



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“What you do off the job is a determining factor in how far you will go on the job.”

Zig Ziglar



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“Act enthusiastic and you will be enthusiastic.”

Dale Carnegie

“Are you bored with life? Then throw yourself into some work you believe in with all your heart, live for it, die for it, and you will find happiness that you had thought could never be yours. “

Dale Carnegie

“People rarely succeed unless they have fun in what they are doing.”

Dale Carnegie



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“Remember happiness doesn't depend upon who you are or what you have; it depends solely on what you think.”

Dale Carnegie



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“You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win.”

Zig Ziglar

“Your attitude, not your aptitude, will determine your altitude”

Zig Ziglar



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“You cannot climb the ladder of success dressed in the costume of failure.”

Zig Ziglar

“Success is the maximum utilization of the ability that you have.”

Zig Ziglar

“Genius is one percent inspiration and ninety-nine percent perspiration.”

Thomas Alva Edison

“Many of life's failures are people who did not realize how close they were to success when they gave up.”

Thomas Alva Edison



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“The successful man will profit from his mistakes and try again in a different way.”

Dale Carnegie