

By of prospects,
handle complaints,
and take



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BUSTER**

By motivating properly, the sales manager can not only ensure improved efficiency and performance of the sales force but also can get the best out of them. Thus, through appropriate measures of motivation, the efficiency of the salesmen as well as the organisation can be improved significantly. 2.

Relieve the Tension: Usually, the sales force faces new and challenging type of situations during the selling process and therefore, selling jobs are overridden with a lot of problems and tensions. Therefore, motivation is highly essential in order to enhance the working spirit of the sales force to perform well in trying and awkward conditions.

Many a times, the salesman has to deal with irritating type of prospects, handle complaints, and take the physical and mental strain of travelling and so on. All these tend to discourage the sales people from working to their utmost potential. Therefore, constant motivation of the sales force is required so that at no point of time the zeal, urge and inducement to perform well is slackened. 3.

Keep the Sales Force Happy: The sales force of an organisation must be kept happy and contented so that the organisation can get the best out of them. Therefore, the necessity to motivate them through various stimuli is considered essential. Such motivations play an important role in keeping the sales force happy and satisfied. Moreover, motivated sales force usually remains with the organisation for a considerable period of time and their absenteeism also remains quite low. 4. **Human Treatment:** As other people, salesmen too have their own feelings, emotions and sentiments.

Motivation necessarily influences such feelings, emotions and sentiments in a positive way so that the salesmen contribute their best for the organisation. Such boosting of psychological, spiritual and intellectual instincts of the sales force help to achieve the organisational goals, on the one hand and the fair treatment of the sales force, on the other.