

# The new rules of Engagement



## Motivate your sales force with the New Rules of Engagement

Your sales organisation is on the front lines, working with your customers to build loyalty to your products and services. How committed are they? Are they excited about representing your brand or do they dread the idea of coming to work each day?

**According to our recent global New Rules of Engagement™ study, there is some work to do in creating a more engaged, productive work environment.**

**Only 53%** of sales managers are pushing the right buttons when it comes to motivating their sales force.



**Over 53%** of all sales people are worried about losing their job. They're not in a state to delight their customers.



**Over 50%** of sales people are bored. Their boredom just might lead them right out the door.



### Get inside their heads.

More than ever, great managing is a matter of intense understanding of each unique individual, knowing their abilities, their aspirations and how they work best.



### Make them fearless.

No one can promise job security anymore. But that doesn't mean you can't make your people courageous, able to focus on the company's goals rather than self-preservation.



### Don't kill the meaning.

People need to be part of something bigger than just a job and a paycheck. Meaning drives higher performance.



**38%** of sales people are in need of more training and development.



**45%** of all sales people are still looking for truly engaging recognition.



### See their future.

What people do today is largely motivated by where they think it will take them in the future. Companies that are deliberate about helping sales professionals chart their future get those people's best work.



### Magnify their success.

What a company does not recognise, it should not expect to see repeated. Making a big deal of accomplishments ensures the victories will be multiplied.



A more engaged sales force drives longer-term customer relationships. Your sales team can be your best brand ambassadors, if you know how best to lead them.

To explore the complete list of New Rules of Engagement, visit: <http://www.biworldwide.com.au/employee-engagement-solutions/the-new-rules-of-engagement/>