

A Leader's Guide to Keeping Modern Sales Teams Motivated

GoSkills online course syllabus

Skill level

Beginner

Lessons

18

Pre-requisites

No prior experience needed

Video duration

56m

Estimated study time

56m 20s

Instructor

Luis Baez

Introduction

- 1** **Motivation in sales**
Sales teams keep businesses growing.

The Modern Sales Team

- 2** **Leading modern sales teams**
With the shift towards virtual and hybrid work environments and the overwhelming amount of information now quickly available to buyers, sales leaders need to adapt new approaches for inspiring and motivating sales teams.
- 3** **Inclusive sales leadership**
Having a successful career can be life-changing for sales professionals, and it's important to ensure that everyone on your team has an opportunity to make their highest contribution to the business's growth.
- 4** **Committing to development**
As a leader, your team is looking to you for inspiration and motivation, but you're also a professional that needs these things to thrive.

Inspiring Intrapreneurship

- 5** **Defining intrapreneurship**
While most companies aspire to have a team with a "growth mindset", this outlook can fall short because it does not consider the needs of the individual contributor.
- 6** **Success as an intrapreneur**
As people on your team get acclimated to new expectations of them as an intrapreneur, it's important to be as prescriptive as possible about what success looks like to guide their development.

7 Supporting leadership

In order for your team to implement this new culture and thrive, they need leaders that are prepared to support this new level of communication, autonomy, and performance.

8 Reinforcing intrapreneurship culture

Developing a new way of thinking and producing takes time, encouragement, and reinforcement.

Coaching for Sales Performance

9 Giving generous feedback

For teams and individuals to develop and thrive, they need to receive feedback that is actionable and focused on attaining results and outcomes.

10 Leading individual coaching sessions

To support the growth and development of individuals on your team, you'll want to consider creating coaching opportunities for them to learn and process in a safe environment.

11 Leading group coaching sessions

Individual coaching is powerful but might not be scalable and doesn't allow for team development, knowledge sharing, and collaboration.

12 Creating accountability

Individual and group coaching sessions allow a space for breakthroughs and thoughtfulness, but unless there is a follow up process the gains from these sessions can be quickly lost.

Boosting Sales Productivity

13 Tools for seamless selling

Given all the technology and information available to modern sales professionals, it's important to consider leveraging tools that will allow your team to connect with more customers and create high-quality engagement.

14 Incentivize and gamify

Even with all the right tools in place, it can be challenging at times to get a team excited or push past a slump.

15 Encouraging collaboration

At the heart of every sales culture is its people, and the deeper the connections across your team the more likely they are to uplift one another and share knowledge.

Sustaining Motivation

16 Inclusive sales culture

Keeping sales teams motivated is an ongoing and iterative process, and as you develop and elevate the culture in your company it's important to assess for inclusivity.

17 Continued learning plan

As someone who is committed to your team's success, you also cannot lose sight of their growth and development.

Conclusion

18 Let's get started

Thank you for watching this course!

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