

Enable & Inspire

Help them become better business people.

It's about inspiration, not compensation.

Two keys to unlock sales performance and results.

Sales leaders know there's a never-ending stream of advice to motivate, engage and optimize your sales team. But it really comes down to two components: you need to enable and inspire them. First, put the right tools in their hands so they can effectively compete. Then, lead and challenge them to grow every day.

So what does it mean to enable and inspire your sales team? Consider these eight questions your sales team asks themselves each day. Are you giving them the answers they need? Read on to see what it takes to enable and inspire your team and how behavioral economics can be your guide.

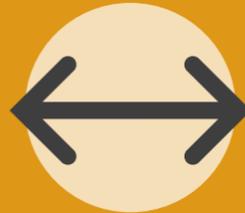
where do I start?



GOAL THEORY

Take a look at your onboarding checklist for new reps. Include both easy and hard steps. A few "no brainers" can help your team feel optimistic, confident and build momentum.

do I believe I can succeed?



SAY-DO GAP

Goal-setting is easy. Achieving goals is much harder. So much of the journey depends on your mindset. And so much of your mindset depends on the leaders and mentors helping you along your way.

do I have the skills I need?



VIVIDNESS

What are you doing to ensure your message is remembered and acted upon? Be bold and be brief. And then get out of the way – your team may surprise you.

am I setting the right goals?



CHOICE ARCHITECTURE

We all work harder for goals we set ourselves. The best leaders create a framework for individuals to set goals that are mutually beneficial to them and the organization.

where do I stand?



FAST BRAIN SLOW BRAIN

Visuals connect with the emotional fast brain while numbers and data slow the brain down. Get the best of both worlds by translating metrics into visual formats. It helps them remember where they stand and where they need to go.

am I one of the best?



STATUS-QUO BIAS

Objects in motion tend to keep going in the same direction. Top performers challenge themselves daily. But if you or your team is stuck in the middle, what can you change to take things to the next level?

are the rewards worth the effort?



IDIOSYNCRATIC FIT

Only a few can sit at the top of the heap. Don't leave mid-level performers out in the cold. Avoid alienating the largest portion of your team. Recognize smaller, short-term victories. The momentum will build them up to be top performers in the long term.

what is my next challenge?



LOSS AVERSION

Why do so many people play it safe and avoid new challenges? Probably because we hate losing twice as much as we love winning. Establish a culture that's okay with short-term failure in the interest of tackling new challenges and achieving long-term results.

To learn more about how BI WORLDWIDE can help you deliver next-level sales, visit: biworldwide.com or email info@biworldwide.com



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