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Motivating With Sales Contests: The Complete Guide To Motivating Your Telephone Professionals With Contests That Produce Record-Breaking Results



Synopsis

This book shows you everything you need to know to run morale-enhancing, sales-boosting, turnover-reducing contests. Plus you get 79 actual, tested and proven sales contests explained in detail you can run immediately! You'll learn, Why and how to keep contests simple How long contests should and shouldn't last What to avoid that's sure to demotivate reps How to keep contests fresh How to keep production, and interest, high at all times How to set goals, who should and shouldn't win What to use and not use for prizes, why money isn't the best choice Look at What Others Said After Using These Contests! "It's must reading for managers who want to create fresh challenges for their reps and increase sales." John Harris, Fidelity Investments "It's a great addition to our office!" Claudia Wallace, Southwestern Bell "I recommend this book to anyone, who, like me, doesn't have the time to be creative." Dawn Mathern, Great Plains Software

Book Information

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Customer Reviews

Dave Worman, author of the best-selling book, "Motivating With Sales Contests," has been dubbed "Master Motivator" by colleagues and leaders throughout the industry of telephone sales and service. His unique motivational ideas and programs are producing record-breaking results in business-to-business, consumer telemarketing throughout the world. Corporate experience includes executive positions at USA Today, Diebold Incorporated, and Reliable Office Supplies, where his creative motivational methods have dramatically increased performance and reduced turnover. Dave is often requested for presentations, seminars and workshops at conferences across North America, and privately consults with companies on telemarketing start ups, compensation,

incentive programs and motivational game plans. He shares these same proven ideas with you in this book.

Lots of good suggestions, but missing one - FantasySalesTeam enables companies to run sales contests based on fantasy sports. According to Richardson, FantasySalesTeam "mimics that of your very own Fantasy Football Leagues, but instead of tracking touchdowns, you can track performance, productivity, and sales team engagement."

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