

50-50 Split

WHAT REALLY MOTIVATES YOUR SALES TEAM?

A word about me

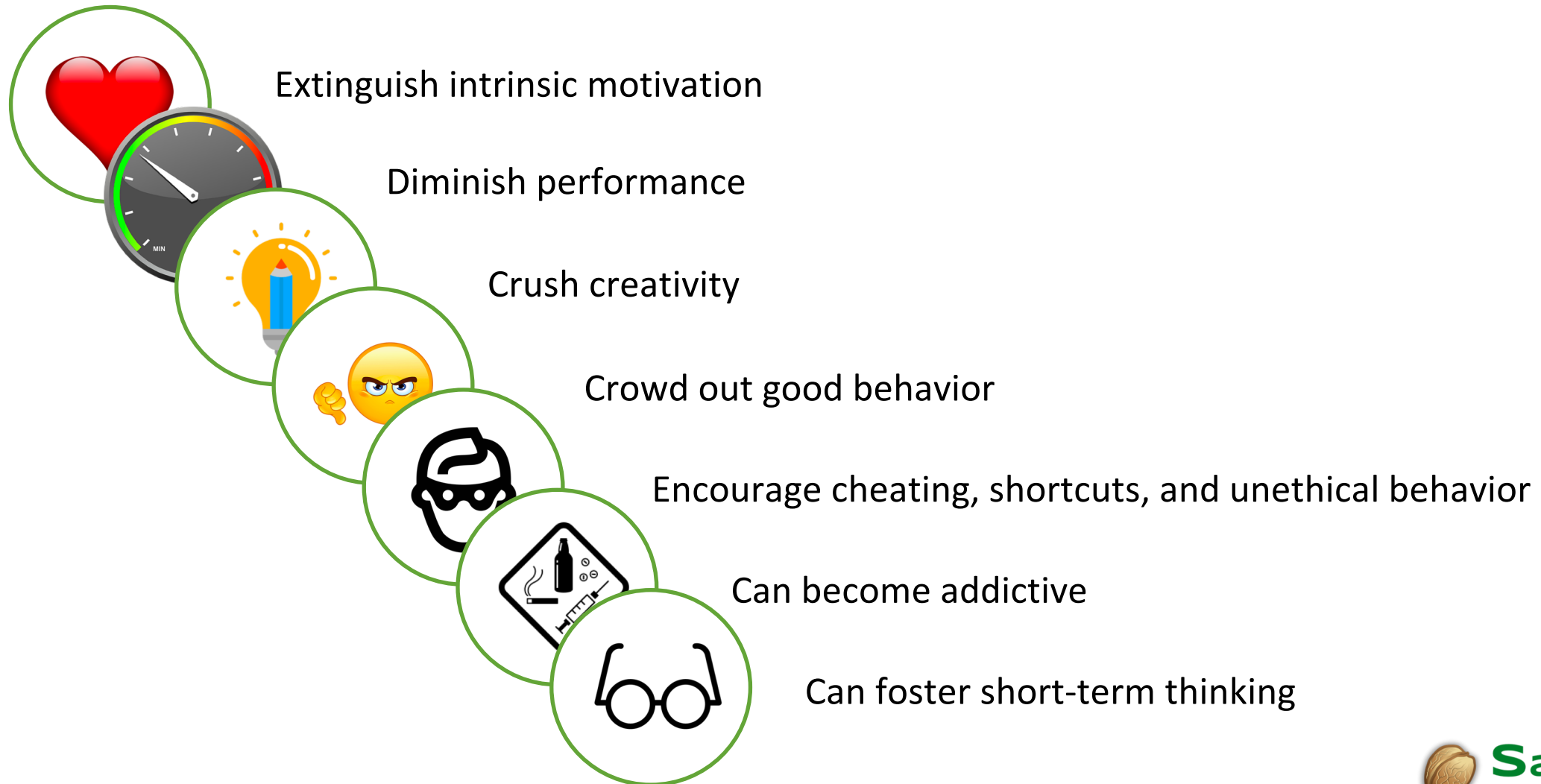


- 20 years experience in B2B sales from IT industry
- Board member and advisor
- CEO for SalesValue, stand 1990

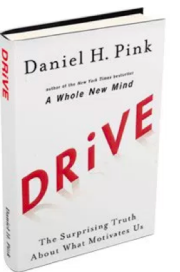
Does sales bonus
really motivate?



Pink: 7 deadly flaws of carrots and sticks



Inspired by

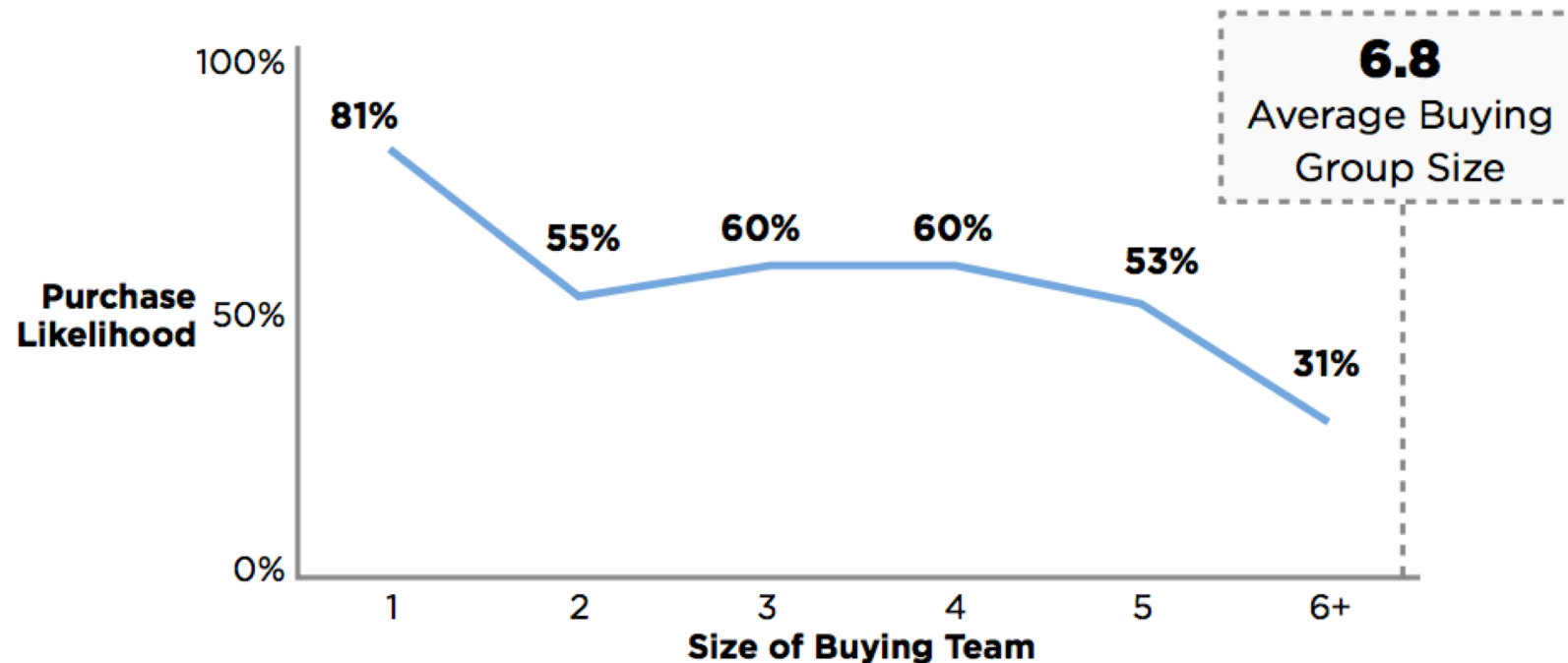


Pink: When to use the carrot



Gartner Group: B2B sales is a complex task

LARGE/DIVERSE BUYING GROUPS: PART ONE



n = 3,000.

Source: CEB analysis.



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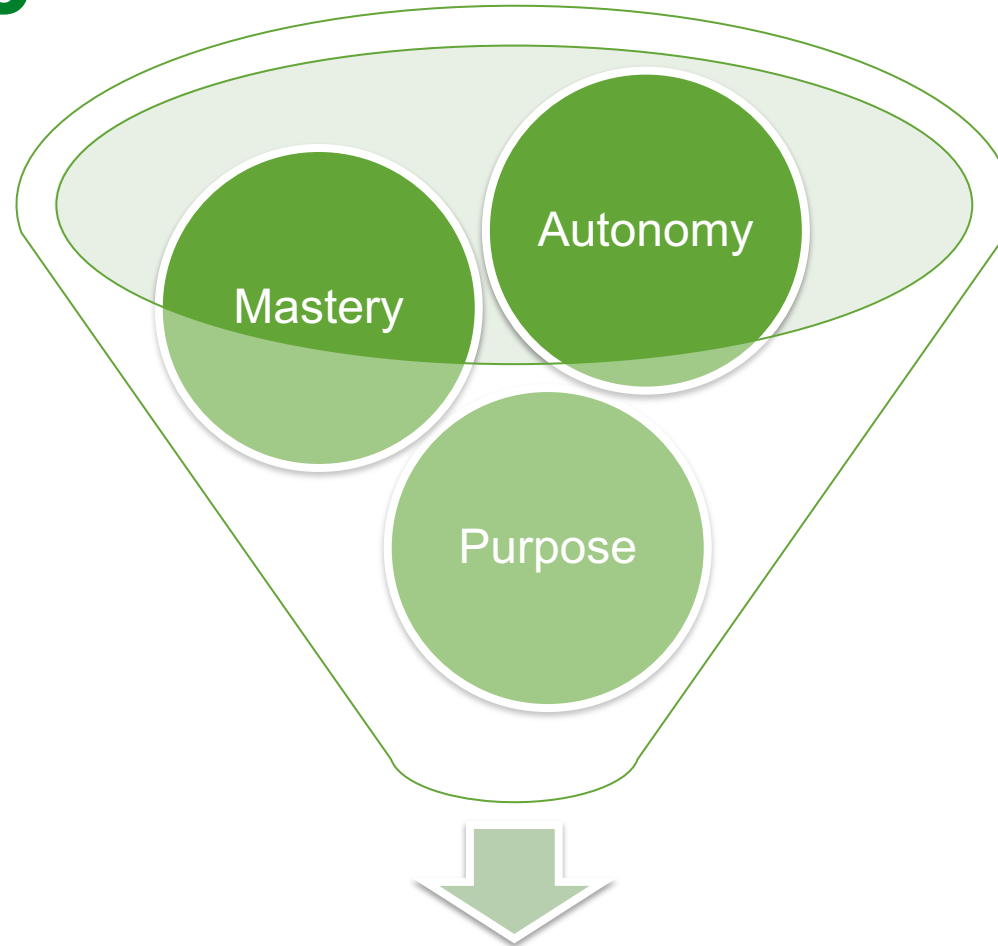
Common results we see in sales organisation



How to motivate your sales organisation version 3.0

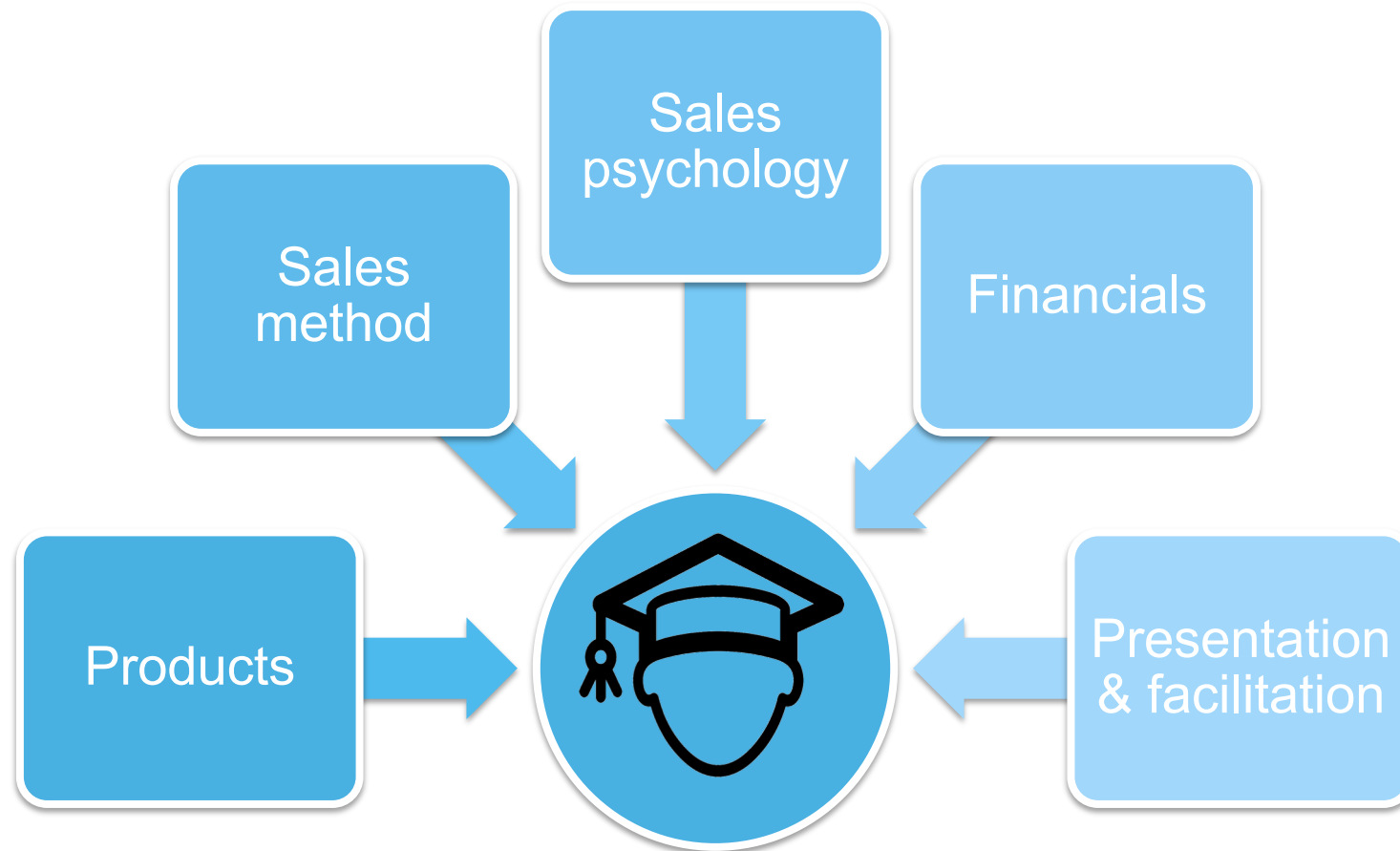


M.A.P.



Motivation

Mastery



Autonomy

Corporate rules

Task

Target customers
Market segment
Ideal customer criteria's

Technology

CRM
Content management
Order management

Time

Flex time

Team

Sales team

Sales person autonomy

Where to start
Which customers to prioritize

Which content to use when
Which technology

When
Where

Who to collaborate with
Best team for the job



Purpose

We believe

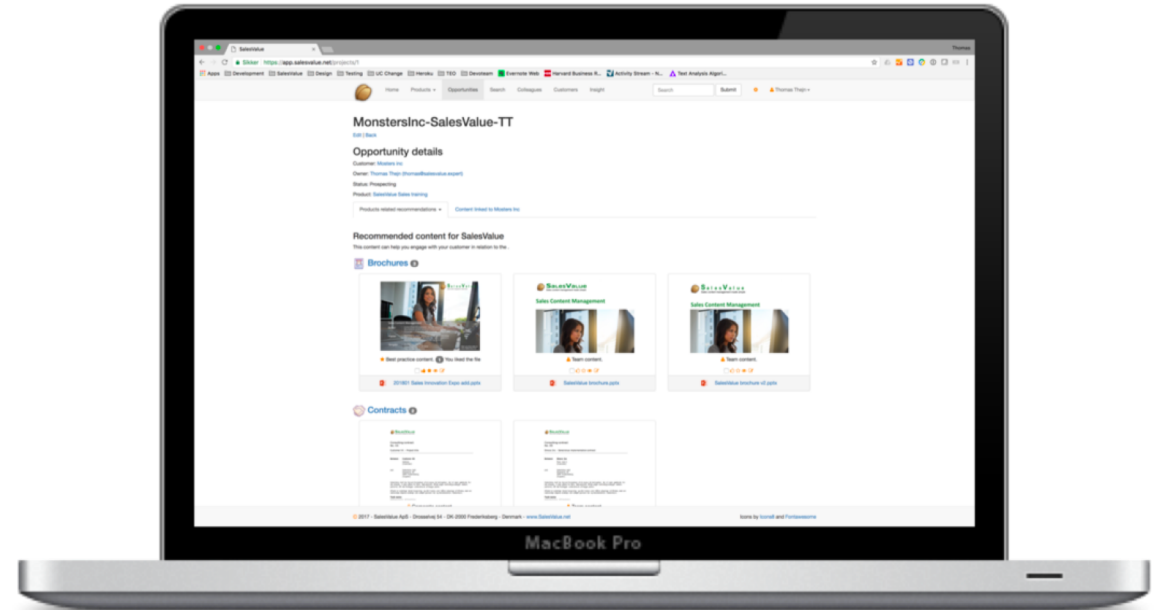
The best sales people are motivated
by helping their customers

Value Creators

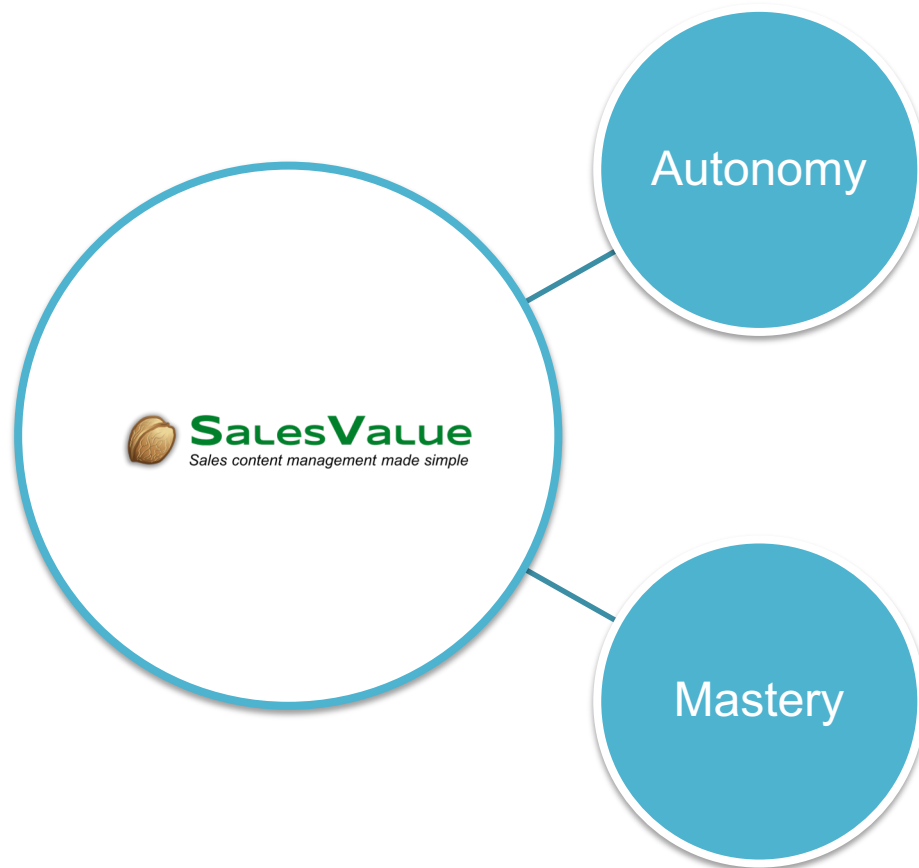


SalesValue

Supporting your
Value Creators



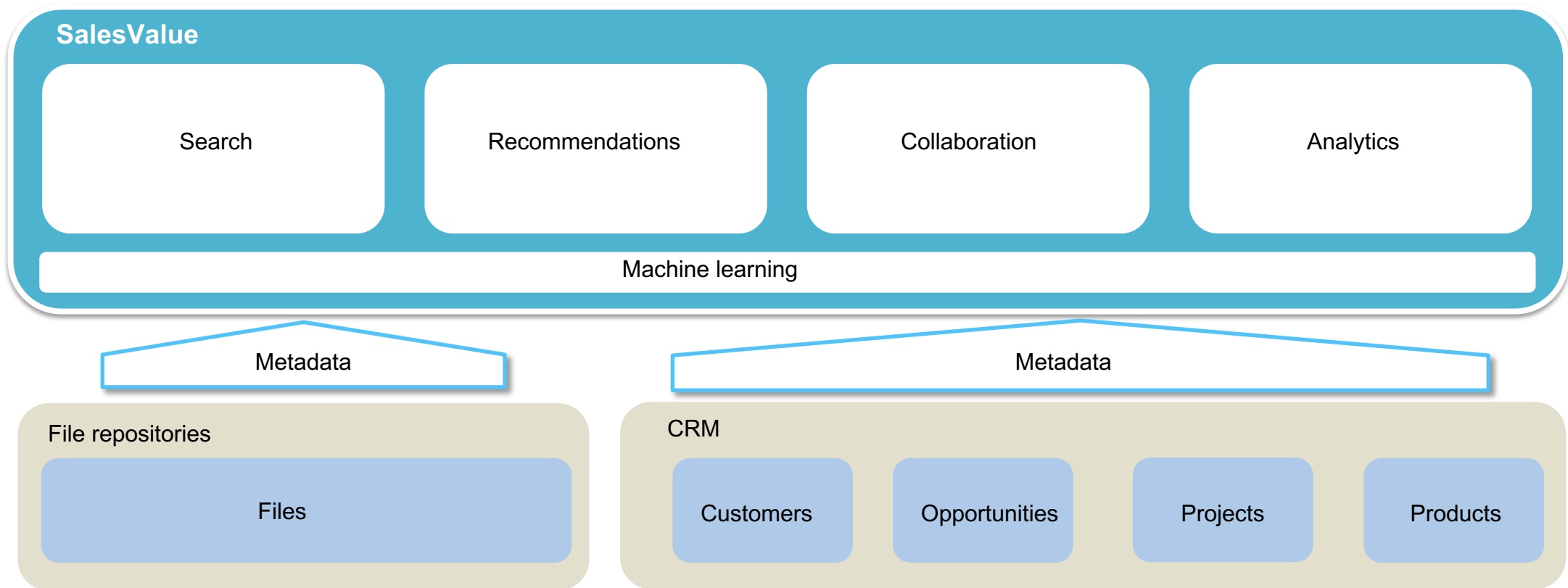
Next generation Sales Content Management Designed For Value Creators



- Activate content from all sales employees
- Inspire your sales team by intelligent knowledge sharing

- All content in one place
- Link sales method and sales training
- Recommendations
- Insight into what works

How SalesValue works



Do you work with complex B2B sales?



Drop the sales bonus

Hire motivated people

&

Support your Value Creators

Mastery

Autonomy

Purpose





SalesValue.net
Sales Content Management Made Simple

Visit us at stand 1990

Get your free 30 days trial at www.SalesValue.net