

## ADVICE TO THE SALES MANAGER'S

Motivation is a very important phenomenon to an individual as it gives one a self drive on the activities he or she is performing. Without motivation, one feels he doesn't have morale to work. For this case, employers ought to motivate their employees so that to make them work harder.

In all fields of employment, sales and marketing careers are the ones that should have a lot of emphasis on motivation in order to increase sales person's efficiency. Sales jobs do not usually have a fixed salary and one's aggressiveness determines the amount of earnings he will receive at the end of the month. For this case, if the basic salary is not attractive, it means there will be no motivation to the sales people. At least one should be aware how much he or she is expected to receive if he does not make any sale that month. This is because sales jobs are challenging and at times, a sales person might not make any sale in a particular month, hence of the basic salary is very low, it means his earnings will not cover his expense.

Although it is important also to have an attractive commission that should be rewarded to sales people for their hard work, the basic salary still stands to be important. The basic salary should be enough to cover some of the very basic needs of an individual in order to assure him or her that in case he fails to make any sale that particular month, he will still be in a position to cover his basic monthly expenses.

Restructuring of the basic salary is very important in order to achieve the organizational goals and objectives. The administration ought to be aware that the sales and marketing department is a very important department in an organization. The success or failure of the organization is determined by the sales and marketing department as it is the centre for distribution of the organization's output. For this case, the sales people should be motivated by remunerating them attractively in order to increase their efficiency.

Besides giving the sales people a basic salary and commission, they should also be rewarded further by giving them bonuses to reward their outstanding performance. The bonus should be given at the end of the year in order to reward those sales employees who have showed outstanding performance in their work. It is very important to discuss with the sales persons in order to hear from them on what the organization would do for them, in order to motivate them. This will be better opportunity for the sales manager to know what actually is demotivating his sales people. The outcome of the discussion will enable the organization to know what kind of incentive they ought to implement in their organization in order to motivate them.

The sales department will be effective if the sales people are remunerated properly thereby motivating them. This boosts their morale and they become more aggressive to market for the organization's products. This in turn makes the organization to achieve its organizational goals and objectives in the long run. Therefore the sales manager should always ensure that the sales people are always motivated by implementing an attractive salary package that will comprise of reasonable basic salary, handsome commission and a bonus that will be reward to sales people who have had an outstanding salary over the entire year.

### References

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