



millennial sales motivation

3 Steps to Help your
Next-Gen Salesperson
get Motivated



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Introduction

On 29 May 1953, Sir Edmund Hillary and the Nepalese mountaineer, Tenzing Norgay became the first climbers confirmed to have reached the summit of Mount Everest.

Sir Edmund was quoted as saying, ***“It’s not the mountain we conquer, but ourselves.”***

Sales energy is the climbing gear needed to reach the pinnacle of success.

Your coaching goal is to expand sales capacity—the will to sell—by bolstering:

- **motivation**
- **responsibility**

When you click both tumblers of this combination into place, sales energy breaks free. This is particularly essential when coaching millennials.

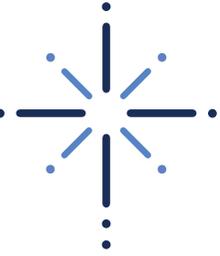
Born between 1980 and the mid-2000s, millennials will comprise more than 50 percent of the workforce by 2020. To ensure vibrant, thriving business and sales-department growth, we need to coach their challenges and enhance their strengths.

To grow the fire-in-the-belly “Will to Sell” for each person on your sales team, focus your coaching on the following:

- **To Motivate, Energize Dreams.**
- **To Cultivate Responsibility, Promote a Sisu Mindset.**

This eBook focuses on the first step, motivating by working with them to define and add definition and action to their dreams.

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To Motivate, Energize Dreams

To create the motivational energy your sales teams needs to excel, energize their dreams.

The company's profits are not the motivator in their lives. For millennials, not even personal profit is a leading motivator.

In the 2016 Inc.com article *"29 Surprising Facts That Explain Why Millennials See the World Differently,"* author Gordon Tredgold helps us understand what drives this generation..

- 35 percent of employed millennials have started their own businesses on the side to supplement their incomes
- 54 percent either want to start a business or already have
- 64 percent of millennials would rather make \$40,000 a year at a job they love than \$100,000 a year at a job they think is boring
- 69 percent believe regular office attendance is unnecessary
- 74 percent want flexible work schedules
- 84 percent say that helping to make a positive difference in the world is more important than professional recognition

As a sales coach, you create motivation for each member of your team by helping them to develop dreams and align their dreams to the company vision, mission, values and goals.



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To launch them on their journey:

1. Help your salespeople identify what they want, personally and professionally.
2. Focus on the specific dreams that align with company vision, mission, values and goals.
3. Coach them to go after those personal goals, which now will also include going after company goals.

When you connect your salespeople's professional and personal goals to that of the company, you have found the mutual key to their motivation—their sales energy—and their future success.

Never underestimate the power of helping to keep the dream alive. Our [*Energize Your Dreams*](#) workbook, available on our website, is an invaluable guide.

1. Prioritize Active Listening to Engage and Motivate Your Salespeople.

According to the 2017 Gallup Workplace Report, employee disengagement is alarmingly high in America. They report that just over 30 percent of participants are engaged (love their jobs), 16 percent are actively disengaged (miserable and destroying what others are building), and 51 percent are not engaged (they're just there).

In order to attract and retain top-tier Millennial talent, and keep them motivated, we need to reengage them so that they bring their whole selves to work.

For those who have taken this call seriously, they have experienced these benefits:

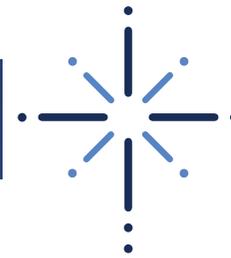
- 17% increase in productivity
- 21% higher profitability
- 41% lower absentee rates

So, how do we re-engage our millennial leaders and salespeople?



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First, understand what your millennial salespeople need. They want mentorship from an authentic leader who takes their dreams and goals seriously; values their opinion, and prioritizes their career development.

Consider spending a quarter of your coaching, managing and leading time asking insightful, probing questions, and then just listen. Meet with each member of your sales team, one-on-one. Help them identify what they want, as an individual, and as a salesperson. These vital discussions will be the springboard of their personal and professional success.

2. Focus on the specific dreams that align with the goals of the company.

If a person's dream is the destination, short-term goals are their layover stops. Each small goal they achieve is like arriving at the next airport on their way to an exciting place—it is further from where they started and closer to where they want to be. Each short-term goal they realize brings them a little closer to their dream.

Your salespeople have identified what they want from their work and life. Next, direct each salesperson to specify their long-term aspirations—their three-, five-, and ten-year dreams . . . specifically, those that align with the company's goals. Once they've determined their long-term desires, have them brainstorm short-term objectives that must be met in order to achieve each of their long-term goals. For example, their annual goals, and 30-, 90-, and 180-day goals must also align with the company's goals.

Beside each, have them add the date by which time they will attain it. Translate these short-term goals into monthly, weekly, and daily plans.

Ensure they are S.M.A.R.T. goals.

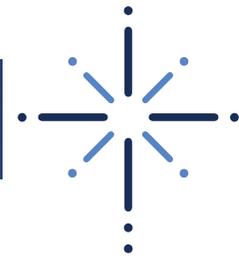
There are many great resources to help guide this journey. [Energize Your Dreams](#) is one of those resources.

¹ Artificial Maturity: Helping Kids Meet the Challenge of Becoming Authentic Adults by Tim Elmore



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S.M.A.R.T. Goals

The acronym S.M.A.R.T. is one of the best and most widely used for goal-setting, and your next coaching activity is based on the S.M.A.R.T. concept. Have your salespeople set goals that are specific, measurable, attainable, realistic, and time-bound. Used wisely, S.M.A.R.T. goals will provide a clear picture of, and motivate the achievement of, personal and professional aspirations. S.M.A.R.T. goals ignite sales energy.

SPECIFIC – Coach each salesperson to move beyond the abstract and into the concrete as they set their goals. Don't say, "I will make more sales calls this month." Say, "I will make thirty sales calls per day for the next four weeks."

MEASURABLE – When you measure something, such as the number of steps you take toward your goal, you become more aware of it. Awareness leads to either increasing or decreasing your actions. So, if in working toward your goal of making thirty sales calls per day, you measure how much time you actually waste, you may find yourself decreasing the number of distractions you allow and increasing the number of sales you accumulate.

ACHIEVABLE – Exercise caution when interpreting this characteristic; attainable does not mean easy. The idea here is not to settle for what you think you can reach. Settling for something less than what you want is a quick way to lose your motivation altogether. The idea is to set goals that you can create a plan to meet. Your goals should make you reach farther, not settle for what you can reach already.

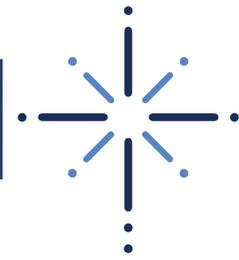
REALISTIC – Only you can decide if a goal is realistic. Your goal can be very high and still be realistic, as long as you are able and willing to work toward it. Again, this characteristic is not an excuse to compromise or settle for a lower goal. It is simply a way to assess whether you are truly committed to pursuing it.

TIME-BOUND – It is easy to get waylaid if you don't have a schedule. Binding yourself to a time-specific goal is a way of concentrating your energy and keeping it flowing in the right direction. Time-bound goals give you a sense of urgency and insistently move you closer to your dreams.



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3. Coach and mentor millennials to pursue both their personal and professional goals.

In what ways can you inspire and develop your salespeople so they are pursuing professional goals that are aligned with their personal dreams and aspirations?

To further motivate sales energy, provide resources to aid your salespeople's progress toward their goals. These individuals want to grow and improve.

So, provide abundant resources to help them advance their character, communication, and collaboration skills. You can do this through having each salesperson complete an evaluation of areas they need to develop, then implementing a coaching program that strategically and surgically grows their sales capacity and selling competencies. This tool also provides insights on their preference for extrinsic, intrinsic or altruistic motivation.

Summary

You may be working with salespeople who are motivated extrinsically, intrinsically, or altruistically. Whatever their motivational preference, they might reach a point in their sales career where they feel they are facing an uphill battle. The goals they have seem insurmountable!

Your coaching conversations are the motivational catalyst they need to conquer themselves so that they can reach the pinnacle of success. Combine the above three coaching conversations with your salesperson's personal- and/or professional-development goals. Focusing on highly motivated, growth-oriented salespeople, you will find that Millennials are excited to work with a company that is committed to developing their potential. They want intentional career development that is tied to their vision of success. As they grow in their capacities and develop skills for their future, you grow your company. As your people grow, you grow your sales capacity. Together you can get to the top.



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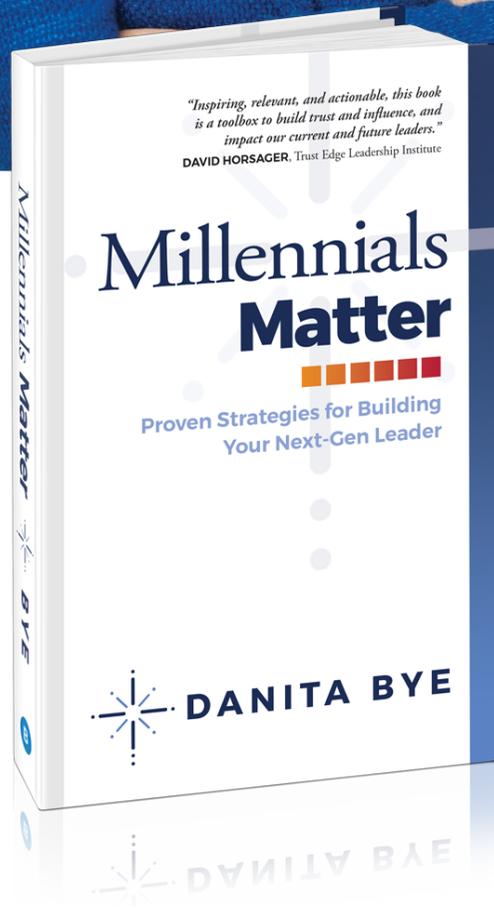


DANITA BYE, M.A. is a leadership and sales development expert serving on the Forbes Coaches Council. Valuable experiences, ranging from a sales leader at Xerox Corporation to private equity ownership, provided leadership coaching, mentoring and leadership insight for all ages.

Danita is the founder of Sales Growth Specialists and has served on the boards of private Christian universities. She is a mother of three millennials and is passionate about inspiring business leaders who see investing in their millennial leaders as a key business growth and succession strategy, integral to their leadership legacy.

With a practical, rubber-meets-the road style that focuses on values and character-based success, Danita helps experienced leaders gain an understanding of the importance of their role in shaping young leaders. Her vision is leaders of character with the skills and tools to coach millennials, our future leaders. She believes that leaders build leaders.

Danita writes a leadership blog at DanitaBye.com, which provides tips, tools, and talk tracks for those who mentor emerging leaders. She holds a master's degree in transformational leadership and a bachelor's degree in pre-med. Danita and her husband Gordon have been married for over thirty years and live in North Dakota.



“My goal is to energize and equip visionary business leaders of character who are committed to building their Next Gen leaders as a key sales growth or succession strategy. In so doing, they maximize their business, mobilize their leaders and realize their leadership legacy.” - **Danita Bye**



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