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HOW TO MOTIVATE SALES STAFF

Sales is one of the most stressful occupations in general (Tuckey et al., 2017). Sellers of any type or branch are directly confronted with people of different backgrounds, characters, habits, preferences, experiences, and political, club affiliations that passionately advocate. The seller's task is to penetrate into the interior of customers, to discover their views and desires. Sellers are left on the battlefield with given "weapons" and equipment, training and need to find the right solutions in a moment. In such a daily environment, they must achieve good results. A company can do everything within its organization, but if sellers have no realization, the company's bloodstream is weakening. In this context, experts in the development of human potentials often quote the famous saying W. Disney, who emphasized the human dimension in space: "You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality". As soon as you enter a store, you will immediately fall in the face or a kindly smile or frown, appropriate clothes or something "unattended"; people who are willing to help you, or a frustrated "face"; competence in explanation on the one hand, or indifference on the other; or carefully listening to the customer, entering into the dialogue he expects. You will immediately recognize the one who enjoys the business, the environment, has a good salary and receives awards and rewards, which is at the top of the information that the boss does not order, but trusts in him. These are the first and permanent impressions that the customer receives on the basis of communication with the staff. Get out of your head so that you can order a man to be kind, creative ...



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Only highly motivated sellers can achieve great results, and this cannot be achieved by the delusion, punishment as often "bosses" do.

In retail we find often frustrated sellers whose owners think they will save on low wages, and in fact do the opposite - customers refuse. Staff should be selected, trained and cultivated in a good relationship with customers, manage them well, create a good climate for work, and - motivate them to be successful and effective. With motivation, defining results is a very sensitive area. Immediate results are important, but this is not the only criterion in people's assessment and motivation. It is important that people focus on what they want to achieve, but not at all costs. It is more important to develop a positive viewpoint that then achieves goals. Namely, it is not only so naive to say, "Let's do the result ...", because it depends on how people will direct their positive attitudes and creativity to the opportunities in the market in which they operate. In practice, successful ones exist, which means that they must have trust in people, they must be authorized for their work, they must be allowed the risk, they must be motivated for teamwork. Teamwork does not mean removing responsibilities, but participating in decision-making based on respect for individuality. That's why it has to cultivate a positive approach to business and problem solving, and an enthusiasm that is unusually important in the transfer of feelings that is crucial in personal sales. That's why staff should be well motivated, and in turn we need to know - what do they need and expect?



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What do people most value and expect at work? They would think - pay, but it is not at the first place, at least not at the seller. Naturally, salaries as compensation must be fair, fair, because otherwise there is no creativity, enthusiasm, loyalty, and they are successful paying even above the average in their branch.

For example, a Gallup survey (2017) in the United States has shown that it is an interesting job in the forefront. Good people can get, but they can be kept if they are satisfied at work, if they can really enjoy it, and this happens in a stimulating environment with less stress, where employees can get a sense of how it can be useful, creative, and acceptable. This is realized in the environment in which the person is respected, listens to her suggestions, initiatives, and this is then felt on the smile, sympathetic, satisfied customer and business progress. Salary is only in third place in this research, and it must be fair, because especially with the seller, there is an unspoken feeling that "I work well and fair if you treat me and pay me fair" or "How much money is so ...". It is not difficult to see it by their behavior. Inclusion, participation in decision-making is a great motivation for employees. Modern processes require that sellers become familiar with the whole business, the vision of the company to know where it goes, what are its goals. When people are involved, their proposals are heard, then a person feels part of the whole, has a sense of contributing, that is important to him. It is very important to create a reputation or work in a good reputation company and share that pride with others. In this, many more important hierarchy processes where classical bosses by commanding frustrate subordinates and suppress initiative and creativity.



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Furthermore, an American study mentions an environment that stimulates employees in the attack of competition that jeopardizes existence. People obviously rely on a company that is able to ensure their existence in the fight against wolves. There are many interesting conclusions in the study. For example, for Americans, business must of course be joy (fun), then, they very much hold to the value of the work of individuals, groups, that there is a possibility of promotion. We have to agree with that, because this means that a higher level of demand is met in the environment in which the person works. The study shows that employees also have long-term desires. They expect security, they want to work in a company that has a good reputation, which means salary, learning, promotion, so it gets the feeling that this reputation is not only acquired, maintained, but also grow by its own contribution.

The fact is that Europeans have recognized similar relationships, but on our continent are more pronounced hierarchical values, especially in the eyes of the bosses, which is becoming more and more - a brake of motivation. The bosses are still more pronounced than in the more advanced countries and systems, but this is gradually changing with the arrival of younger generations.

To rank needs, there is a generally acceptable rule known as Maslow's pyramid (1943). At the bottom of the pyramid are basic psychological needs that include food, health, and sleep. Security is upgraded, then affiliation (love, group). Then comes the self-esteem and recognition of others, and the actualization of oneself, which means achievements arising from individual potential.



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Over time, this pyramid is experiencing supplements and changes, but when its essence or aspiration is tried to transpose into the listed examples, such as respect, participation in decision-making, praise, desire for affirmation, and use of one's own potential, it is clear that this cannot be compensated with money. There must be money and there is no doubt, but it's not all that. In terms of money, the sellers are most sensitive. There is no absolute justice in the distribution, but it should be fair as far as circumstances permit. If you work with sales staff then you will feel that they are reacting violently to greater injustice. In addition, one additional phenomenon should be kept in mind, which should be avoided. Namely, the occupation of "unrighteousness", the feeling that someone else has gained more for less effect, effort, commitment, leads to anger, the manifestation of negative energy in your environment, the family. The neighborhood feels this, because negative emotions occur on which customers also react negatively.

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