

To Study the Motivating Reasons behind Performance of Sales Team

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Abstract: This research investigates the factors involved in sales staff motivation in business organizations. The research study will entail the overall concept of sales staff motivation, whereby the influencing factors will be explicitly explored. In addition, the extent of sales staff motivation on organizational performance will also be analyzed.

RESEARCH OBJECTIVES

1. To identify and analyze the factors involved in sales staff motivation
2. Evaluate the significance of sales staff motivation to an organizational excellence

SIGNIFICANCE OF RESEARCH

The research findings will be of great importance to a wide range of individuals and groups in the business world. Business organizations in the manufacturing as well as in the retailing sector will benefit tremendously from the findings of the research study. More specifically, large scale retailers of electronics products will benefit significantly from the research findings. In this case, the ideas from the research findings will help them in enhancing the efficiency of their sales team thus boosting the overall performance of the business. In the case of this research study, Das Holdings will be a key.

BACKGROUND OF RESEARCH

The issue of sales staff management in Das Ltd has been a serious crisis. This has been reflected through low levels of employee motivation in the sales and marketing department. The company has been facing tremendous challenges in the sales and marketing process following cases of employee inefficiency and low productivity. Das has over the last three years demonstrated a decline in performance. This has been highly associated with inefficiencies in the sales department. Most of the sales strategies and customer attendance by the company has not been very competitive. As a result of this situation, the

company has not been in a position to efficiently compete in the market by meeting the customer needs. Analysis of sales staff conduct and performance has given displeasing impression. For instance, the issue of laxity and negligence among the sales staff in Das Ltd has been outstanding.

On the other hand, customer satisfaction in Das has also been identified to be at a low rate. In this case, customer trust and loyalty in the company has also been at devastating level. The sales staff has shown significant weaknesses and problems in handling customer issues. This has been the main factor contributing to poor customer satisfaction. A point worth of consideration is that customer satisfaction is directly related to the efficiency of the sales staff. This is a key aspect to the success of any business organization. The decreasing performance of Das in the last few years as a result of poor customer attendance that leads to low levels of satisfaction (Koons, 2011, p. 1).

From the analysis of the sales staff management in Das Ltd, a devastating management crisis has been witnessed. To begin with, poor leadership in the sales department has been evident. In this case, the sales department has not been in a position to demonstrate good leadership for its members. The aspects of staff autonomy and recognition has been lacking in the sales department.

This has led to low levels of staff motivation as well as low self esteem among the sales staff. Work groups have also been lacking in the sales staff of Das Ltd. In this case, strict supervision of sales staff has taken place. As a result of this phenomenon, the freedom of the sales staff has been jeopardized thus affecting their esteem and motivation.

This is a vital factor leading to low levels of motivation and inefficiency among the sales staff in Das.

The overall evaluation of sales staff motivation in Das has shown unattractive results. The company has faced low levels of sales staff motivation over the last few years. This has been the main fact leading to low levels of efficiency and productivity by the sales staff. The issues of negligence, poor customer attention as well as poor staff-customer relations have been witnessed. This is directly related with low levels of sales staff motivation in the company, hence enhancing the inefficiencies (Koons, 2011, p. 1).

The main motivating factor for conducting the research study is to explore the underlining factors in sales staff motivation. This will help in countering the current situation in the company. The inefficiencies in sales and marketing department in Das Limited as well as the electronics industry in general will be solved.

LITERATURE REVIEW

According to Vroom (2001, p. 79) staff motivation is the most outstanding factor to organizational excellence. According to Tracey (2006, p. 54), there is a strong correlation between the level of staff motivation and efficiency. With reference to the current competition in the business world, staff motivation has been the only tool for enhancing a competitive advantage. Based on these insights, there has been every need for business organization to put a special attention on staff motivation so as to enhance their efficiency and productivity.

A point worth of consideration is that the sales staff plays a very vital role to the success of any business (Terpstra, 1999, p. 58). This is in relation to their direct contact with the customers. With this in mind, there is every obligation to ensure optimum motivation of the sales staff so as to attain maximum efficiency. In regards to this phenomenon, many scholars and researchers have done overwhelming contributions in this topic, whereby they have explored the whole concept of staff motivation (Smith, 2000, p. 12). A special attention has been drawn on the factors involved in sales staff motivation.

Dickson (2003, p. 298) postulated that the concept of achievement in executing various tasks in the sales process is a key factor staff motivation. Heimerdinger & Hinsz (2008, p. 383) indicated that staff are motivated through self-expression as well as undertaking meaningful work. It is worth noting that staffs feel more satisfied by gaining self expression as well as having good interpersonal work relations. Krzemien & Wolniak (2007, p. 749) noted that lack of self-expression and meaningful

work in a business organization will definitely lead to low levels of motivation. Based on this phenomenon, it is evident that good work relations have a significant influence in staff motivation.

Recognition of staff achievement and job well done has also been identified as a vital factor in sales staff motivation. Loo (2001, p. 222) argued that sales staff among other employees feel more esteem if their efforts and inputs are given due recognition. This is attained through reinforcements, whereby staff are acknowledged for their success. The concept of company culture has also been identified as a vital factor in enhancing staff motivation. Herzberg et al (2005, p. 99) indicated that the company should put in place structures that ensure employee efforts and performance is given its due recognition (Loo, 2001, p. 222).

Kovach (1999, p. 58) depicted that employee's responsibility is substantially influential on their level of motivation. This is attained through worker autonomy and freedom, whereby the management assigns duties to the staff. It has been noted that staff feel overwhelmed if they are offered with tasks to undertake with little or no supervision. The issue for competition in the execution of various tasks has also been highlighted to have significant impact in staff motivation. Harpaz (2003, p. 75) noted that staff are more motivated in working in favorable environments with minimum supervision. This does not only enhance their motivation but also their innovation and creativity. As result of this phenomenon, the efficiency and output of employees is increased tremendously.

CONCLUSION

The remuneration and compensation of staff have been identified as vital factors affecting employee motivation. Research showed that provision of attractive remunerations and employee benefits enhances their levels of motivation. The issue of salary and wages has not only been an important factor in employee motivation but also inevitable in enhancing employee motivation. With reference to the increased competition in business organizations, provision of high salaries and wages has been a vital factor for enhancing employee motivation. It has been noted that good working conditions and more specifically in the cases of working hours and salaries plays a vital in motivating employees. Employee benefit needs life health insurance, pension schemes, and investment support among other programs enhances motivation. It is also important to note that assurance of job security has a significant influence on employee motivation. This has been very evident in evaluation between employees on permanent basis and those working on contract terms.

REFERENCES:

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