

# 7 WAYS TO KEEP YOUR B2B SALES TEAM MOTIVATED

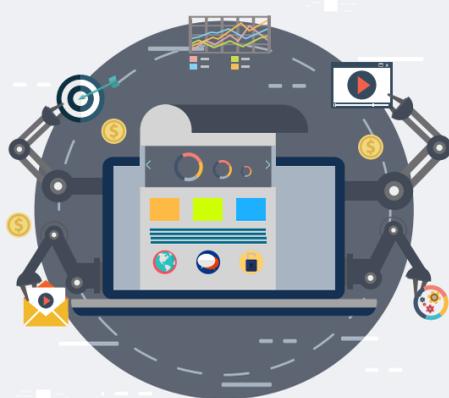


A motivated sales team is productive and efficient, constantly working hard to better their own skillset. But pumping your sales team full of positive energy isn't always easy, especially if they're experiencing a sales slump. Here's seven ways to keep your B2B sales team motivated!

## 1. AUTOMATE WHERE POSSIBLE

Recent studies found that just over 50% of your team's daily tasks can now be automated, meaning your team could be 100% more productive!

Motivate your team by automating time-consuming tasks, to see better sales results and a more comfortable ROI.



## 2. KEEP TECH UP TO DATE

Working with outdated technology and software can be super frustrating, leaving your team on the phone to tech support instead of prospects.

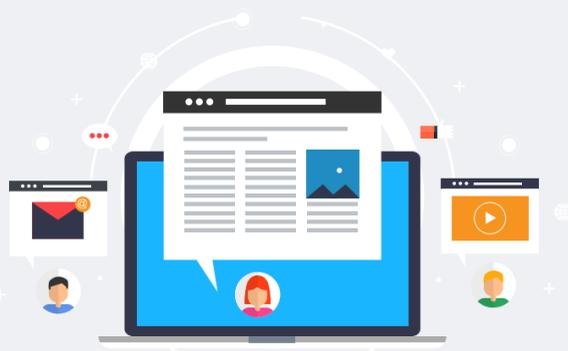
Ensure your team have properly functioning hardware, and all their software is regularly updated for increased productivity and motivation.



## 3. PROVIDE RELEVANT CONTENT

Brief your marketing team to create a library of customer testimonials and assets to support your product's unique selling points.

This will motivate your team to open conversations to re-ignite any stagnating leads with new content.



## 4. CREATE A SHARING NETWORK

Build an online platform where your team can share the latest B2B sales news, exciting content or industry specific information.

This will encourage your team to be self-motivating, actively sharing their latest finds to help each other stay focused and improve their skillset.



## 5. MAKE SURE THEY'RE A TEAM

A lack of communication in teams can seriously harm motivation, morale and results. Everyone has a bad day sometimes, and the best cure is some team spirit. Equally make sure that both individual and team success is celebrated regularly.

Motivate your team with bonding activities and regular huddles, helping them share knowledge, experience and encourage those in need of support.



## 6. LET THEM CHOOSE INCENTIVES

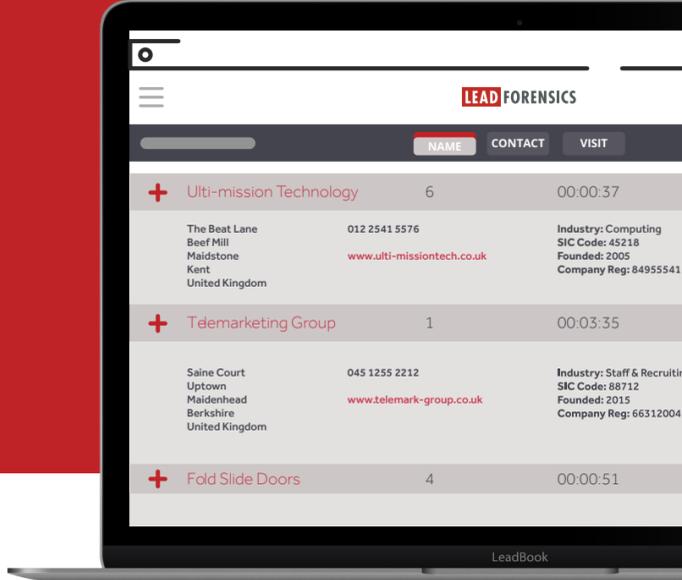
Allowing your team to choose their own incentives offers a new form of motivation, as they work towards something they genuinely want.

Whether it's a quarterly bonus or a free lunch on Fridays – work your incentive scheme around their desires for improved motivation.



## 7. GET THEM THE ULTIMATE SALES SOFTWARE

To motivate your B2B sales team, why not revolutionize how they discover new business opportunities and manage their pipeline with Lead Forensics.



**DISCOVER THE ULTIMATE SALES SOFTWARE, IDENTIFYING THE BUSINESSES VISITING YOUR WEBSITE AND PROVIDING CONTACT DETAILS FOR KEY DECISION MAKERS FOR IMPACTFUL SALES FOLLOW UP.**

FIND OUT MORE...



Book your **free demo** & **no obligation** trial today!

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