

Top tips: How to motivate, manage and inspire the Millennials in your telesales team



When sales are flowing in, the bell is ringing, energy is high: everyone's happy. But, what happens when things go quiet and people are staring listlessly at their computer screens? Keep your team motivated with this handy reference guide.

1. Get rid of toxic employees



We've all seen it before – when sales people fail to perform they can become toxic: complaining about anything work-related, which has a very bad knock-on effect to the rest of the team. Take swift action as continued negativity is contagious and will soon erode the success of any team.

2. Create a culture of improvement



Millennials – more than any socio-demographic group in history – are pre-programmed to expect feedback. And not just once a year. Offer a committed program for performance reviews that provide a structure for career development and continuous improvement.



3. Remember when you were young

The majority of telesales team are likely to be under the age of 25. At this stage of their lives, priorities are different and having fun is high on the agenda. There's nothing wrong with the 'work hard, play hard' approach when it's managed properly in the work place. Find ways for you and the team to live the moment and share the energy.



4. Make training interesting, relevant and timely

Enthusiastic, confident sales people will win business and training is key to good performance so regular training sessions are a must. Consider using senior sales people or external trainers to talk about the best/different approaches to telesales. And make sure product training is regularly refreshed to keep everyone up to date with changes to products and services.

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7. Listen to your team

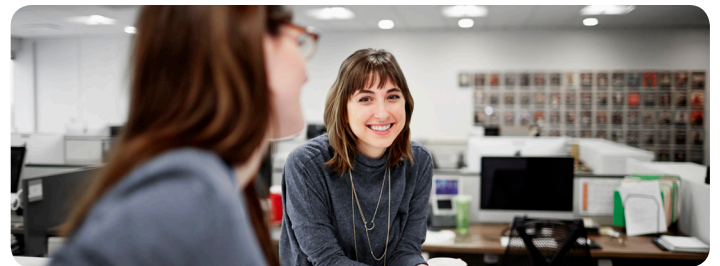


Have a regular forum for the team to discuss how they are doing. This could be a daily scrum or a weekly sales meeting but it will uncover gripes and potential showstoppers before they cause damage and uncover new ideas. It also fosters an open, trusting dialogue that will positively impact employee satisfaction.



5. Focus on short term targets

When you're 22 a week feels like a month, a month feels like a year. Annual targets can have no more effect than promising the moon. Offer weekly targets, daily incentives, sales blitzes, cold calling mornings – all with incentives for winners – and they'll be buzzing.



6. Don't let corporate growth make work dull

As businesses grow they often take on the rules and red tape of larger counterparts. Even if there are some necessary processes to implement, don't forget to maintain the fun, motivating atmosphere your sales team needs to thrive. A great driver for employee satisfaction and improved staff retention rates.



8. Sort out system headaches

If systems are annoying to use, slow or unfit for purpose, they will impact the team's ability to process sales. Review tools regularly and commit to upgrades to help improve productivity. Address bugs or issues quickly to keep the sales rolling in.

Finally, don't be afraid to try new ideas and monitor their effectiveness. Regular reviews will ensure you find your own winning formula for motivation.

