

# MOTIVATE

## 1. Motivation Types

Study the following 5 Motivation Types below. Identify the Motivation Type of each of your sales staff members.

MOTIVATION TYPE	STAFF MEMBERS
<b>Power</b>	<b>Names</b>
Status/ Recognition – likes trophies/awards, articles about themselves	
Not a smooth, consistent performer, but always exceeds goals in the end	
Watch for a superior attitude that can become irritating to co-workers	
Likes to run things their own way - needs to give input	
Likes to control own time and activities – needs autonomy	
Can tend to call on easy accounts to boost appearance of success	
<b>Social</b>	<b>Names</b>
Worries about fitting in when first hired	
Good social and networking skills – people person	
Doesn't like paper work or solitary activities	
Doesn't like competing with co-workers (team seller)	
Conversational	
Joiner, likes clubs and social settings, annual meetings, golf outings etc.	
<b>Survival</b>	<b>Names</b>
Many of the actions they take are designed to avoid worry	
Money/salary worries	
Not persistent, discourages easily	
Not a risk taker	
Needs constant reassurance	
<b>Success</b>	<b>Names</b>
Desire to succeed will get them through tough times	
Has problems dealing with perceived inequities	
Need variation and opportunity for advancement	
Often set own goals above what they are given	
Needs information	
<b>Self Worth</b>	<b>Names</b>
Resilient people who recover from disappointment well	
Looks for perks and special treatment	
Like power motivator, appreciates awards, newsletter mentions, spotlights etc.	
Competitive, more training, promotions important	
Individualist	