

Take the Wells Fargo example. Sales teams and branch employees were tasked with cross-selling and opening new account types in exchange for incentives. It didn't take long before the Wells Fargo reps were "opening" new accounts and credit cards without the knowledge of the customer. These reps earned a lot of incentives and millions of dollars of revenue for the bank, but at what cost? Try three billion dollars in settlement costs and an immeasurable hit on its reputation. When incentive rule structures and goal attainment are out of whack, there are rarely anything but negative consequences.

Back to the holy grail of motivation.

Incentives and rewards attempt to change the person. That is an incredibly difficult task without risking negative behaviors. In behavioral science, these are called driving forces. Sticks & carrots. The easiest way to affect sales motivation in the most positive and benevolent way is to understand what inherently motivates your sales team in the first place. These inherent motivators are known as intrinsic motivators (what gets you up in the morning). They are the foundation of any behavior change initiative and if properly addressed and leaned into, will drive discretionary effort > engagement > productivity. It's a logical continuum, but one often perceived as too esoteric or complex. But is it really that complicated? If you knew that your sales team or sales rep was motivated by collaboration, wouldn't it make sense to provide opportunities for more teamwork? If that simple nudge can ultimately drive sales behaviors and productivity, it's certainly worth trying. And, this methodology is a lot less expensive than what you may have tried in the past.

At MotiveX, we didn't invent motivation, but we have created an easy-to-use motivational profile that offers measurable, actionable insights into the forces that motivate employees. For more information, please visit us @ www.ReviveMotivation.com and email info@motiveXsolutions.com

