The myth called Motivation.

Goals and Motivation. Are they a myth or old wives’ tale?

If not, why don’t they work?

Managers, team leads, closers usually set goals and motivate one of two ways.

What is your goal for this month? 8, no let’s set that at 12. Ok your goal is 12, how you going to do it?

Ok, Bob your closing rate last month was 25%. You sold 10 cars, what is your goal for this month? 12, good choice, now how do you get there? 12/.25 = 48. 48/ 21 working days = 2.3. 2.3 customers per day easy, your goal needs to be bigger. You can sell 12 easily.

Set a goal, showed them how to reach it. Easy right, math is math. Why do most of your sales people not hit their goals?

Is Motivation the key? Money?

Let’s tell them every day you need to make 20 calls, send out 20 emails, complete every to do in your dealer socket and then check out with me before you leave for the day. We will grade you green, yellow, red. If you do not have 80% green for the month, **no spiffs for you**.

It does motivate them, to complain about you.

Why can a new team come into a dealership and double sales in a short few months?

It all comes down to the decision?

How do you make that decision? How do you get your team to do it, not just the top 10%, the whole team?

We look at stats, we have our metrics, we live by the rules. Our team is still not reaching our potential. We motivate on Friday, by Monday it disappears.

At some point in your career, you made a decision. Every time business went down you stopped thinking about quitting, started thinking about how to change it.

Make a decision now, learn how to get your team to make the same decision. Never look back, help your team make a decision not just set a goal.