



Article Title

Salespeople Motivation as Key Factor in Achieving Sales Management Goals in Hotel Industry

Citation

Lacmanovic, Darko; *Tourism and Hospitality Management*, December 2006, v. 12, iss. 2, pp. 155-69

Abstract

Sales management activities such as monitoring, directing, evaluation and rewarding represents useful ways for increasing the salesperson job satisfaction and organizational commitment. Motivating the sales effort usually include three dimensions: intensively, persistence and choice. By inspiring salespeople on greater job commitment, sales managers keep managerial tools to stimulate latent sales efforts and performance.

Rewarding system based on »straight« salary result in unmotivated sales personnel who, in that case, connect their work engagement solely with realization of working hours not with realization of sales volume.

Segmentation of sales force, grouping the salespersons according to their motivation needs and offering them diverse rewarding systems per each group, presents innovative approach to challenges of motivation the salespeople.

Conclusion

The essence of motivation and motivating techniques is to provide sales managers in hospitality industry very important tools in order to improve sales activities. The main type of rewarding system is based on social and economical prerequisites and business concept. Performing the sales activities depends on the choice of adequate motivating techniques, from the aspect of realization the sales volume and client's satisfaction.

Implementation of broader range of motivating techniques is related to the business concept and type of organizational culture in hotel companies. Knowing the compensation strategy and techniques can assure any sales manager to realize successful sales.

Invent the Future

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

An equal opportunity, affirmative action institution