



A Better Way To Publish Sales Contest Results

When it comes to sales contests, it is important to communicate a sales representative's progress towards winning. The more excitement you can generate, the better. In fact, many managers believe that the communication about the contest is more important than the prize itself.

When publishing the results, don't just report how much has been sold so far, but also how much more needs to be sold to qualify. For example, if a sales representative still needs to sell \$21,000 over the next 3 months to qualify for an annual incentive, let him know that he needs to produce an average of \$7,000 per month to qualify.

When you break down a large goal into smaller objectives that cover shorter time frames, it is far more likely that the sales representative will achieve them. After all, isn't that the whole point of your sales incentive contest in the first place?

For a complete and detailed discussion of how to design sales incentive contests that are motivating and profitable, download [Action Plan for Sales Management Success](#). This [sales management training program](#) includes the techniques used by today's top producing sales managers and comes with 100% money back guarantee. It's also available as a [sales management training eBook](#).

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Quick Sales Recruiting Tip – What Questions To Ask In An Interview?

When interviewing candidates for a sales position, it is important to be prepared. As every candidate is different, if you just let the direction of the meeting go wherever the conversation takes you, it will be like comparing apples to oranges when trying to decide whom to hire. Besides, having a chat about the local sports team will not guarantee you make the right hire.

In order to properly compare and evaluate the candidates in an interview, you need to ask the same questions of each and every one, and those questions must be scripted a head of time.

For information on creating an effective sales compensation plan, download [Action Plan for Sales Management Success](#), including the automated sales tool, Recruiting, Hiring & Human Resources Tool Kit.

To download a free copy of our white paper How To Recruit The Best Sales Professionals which includes "11 Telephone Interview Questions to Find Top Performers", visit our [Sales Download Centre](#)

Aim Higher!

Regards,
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Are you a sales manager wondering how to improve your team's results? If you would like me to personally help you manage your sales team to reach their sales potential, check out our [Coaching Services](#). For less than an average dinner out, we can talk every day.

"Susan knows her stuff. She brings many years of great sales experience and success to anyone who wished to improve their skills in sales. She is very personable, and is not afraid to tell it like it is. I would recommend anyone (and I have) to Susan, her website, her books if you want to become a better sales person."

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"I have Susan's sales training book and I highly recommend it. She has produced a step by step process for winning at the sales game - Her many years of personal sales success, plus the many situations she has helped others win at are captured in an easy to read, and follow, discussion along with all the tools you need to get yourself on track and stay there."



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Are your sales meetings as effective as they could be? View our presentation video "Sales Meeting Ideas" where we share quick and easy ways to make your sales meetings more interesting and productive. View the presentation video in our Download Centre at www.b2bsalesconnections.com/download_centre.php

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