

A guide on **how to motivate your sales team** during a crisis



How to **give motivational feedback**

Keeping your team motivated during difficult times can heavily rely on how you handle the situation. Giving feedback on their performance can be a great motivator and help them continue their work while staying focused and productive.

On the other hand, giving feedback the wrong way can undermine their tries and make them far less productive. This guide will help you get a better understanding of how to give feedback to your sales team when facing a crisis.



Important **things to remember**



Do not wait to give feedback to your team

When dealing with a difficult situation, prioritizing feedback is important. Everyone wants to know when they are doing something right and it can help them feel more inspired to work harder. Therefore, prioritizing feedback and giving it as soon as possible is a good idea.

Important **things to remember**

Preparation is key

No matter how you end up delivering the feedback to your members, you need to be organized in order for it to be effective. During difficult times, you want to lead by example and show that you put effort into this process. Seeing you take everything just as seriously will help your sales team stay motivated and continue working hard.

A very useful tool can be the **STAR model**, which can help you prepare your feedback before giving it and increase the motivation of your team. This stands for:

Situation

Task

Action

Result



Ways of giving feedback



Depending on the situation, you might have to give feedback in person or from a distance. No matter how you have to deliver it, you should always pick the right means for every situation.

Giving feedback in person

Choosing the right place and time is probably one of the most important things when it comes to giving feedback in person. Being face-to-face with your team member is important for a number of reasons. Creating a better relationship with your team members will help them accept your feedback in a more positive manner.



Giving feedback over email

Emails can be rather impersonal and they might not allow you to fully express yourself and say everything you have in mind as easily as a face-to-face meeting. If there is no other way for you to give feedback to some of your team members, then you can use emails in order to motivate them and keep them focused.

You can split your email into sections where you can mention certain issues they can improve and also things they did really well since your last meeting. This way they will be easier to go through and understand and you will be able to motivate your employee to start working on each point in a certain order.





Giving feedback over video calls

During difficult times such as those we experienced because of the recent pandemic, video calls have become a necessity for many businesses. Working from home can be tough on your team and you will need to be able to speak with your remote workers easily.

The most important thing to remember is to schedule your video calls in time so you can prepare what you have to say to your members. This way you can explain how they can fix certain issues and also motivate them to continue working as hard.

Examples of **feedback** which will motivate your sales team

During the conversation where you will be giving your feedback to your team members, you should use certain phrases in order to make your intentions clear. Some of these can include the following:

I am happy with your progress. You have been working hard.

I believe you could manage this better.

On top of this, you should also make sure to ask for their opinion on certain things and see their point of view. Being supportive and asking them how they would handle a situation is going to make them feel more motivated to come up with ways to improve it.

Lastly, saying thank you is also a good way to motivate your sales team members during a difficult time. Letting them know their hard work is appreciated is important and it can play an important role in their performance. Thanking them for taking the time to listen to your advice and feedback will strengthen your relationship and allow them to focus on improving themselves through your guidance.

