

การจูงใจ และการให้ผลประโยชน์ตอบแทนพนักงานขาย

Motivation as the arousal, intensity, direction, and persistence of effort directed toward job tasks over a period. (Futrell, 2014, p. 497)

Two level for motivation salespeople

1. The motivation of the individual salesperson.
2. The motivation of the entire sales force.

The motivation mix

1. The Basic Compensation
2. Special Financial Incentives
3. Nonfinancial Rewards
4. Leadership Techniques
5. Management Control Procedures

Compensation is more than money

1. Direct financial reward
2. Career advancement
3. Nonfinancial compensation

The Basic Compensation

1. Salary
2. Commission
3. Combination Plan

The basic elements of the straight commission

1. Pay is related directly to a performance unit of product sold.
2. A percentage rate of commission is attached to the unit.
3. A level at which commissions begin or change is established.

Combination Plan

1. Salary and commission
2. Salary and bonus: individual bonus or group bonus
3. Salary, commission, and bonus: individual bonus or group bonus

Special Financial Incentives

1. Contests

2. Bonuses

- individual or Group bonus
- Across-the-Board bonus
- Performance bonus

3. Trip

Nonfinancial Rewards

1. Achievement awards
2. Challenging work assignments
3. Psychological rewards
 - Praise ยกย่องสรรเสริญ
 - Recognition การยอมรับ การ

รับรอง

Leadership Techniques

1. Style

2. Personal contact methods

- National, regional, district meeting
- Individual Meeting
- Letters, telephone calls
- Joint sales calls

Management Control Procedures

- 1. Quotas**
- 2. Reports**
- 3. Performance evaluation**

Compensation package

Salary and fringe benefits for a new representative

1. salary	15,000 บาท
2. pension	600 บาท
3. health/life insurance	500 บาท
4. estimated value of having company car	<u>1,200</u> บาท

Leadership

Leadership is the process by which the sales manager attempts to influence the activities of salespeople through guidance by Direction and example. (Futrell, 2014, p.507)

Leadership styles

1. Tells
2. Persuades
3. Participates
4. Delegates

Style 1 Tells

Sales manager makes decision

Style 2 Persuades

**Sales manager makes decision with
Discussion on why**

Style 3 Participates

Sales manager and salesperson decide together

Style 4 Delegates

Salesperson makes decision