

An informal meeting

You are sales manager for a company which makes bedroom furniture. Reporting to you there is a team of 28 sales representatives. Each one is responsible for a different area and they travel all over Britain and in Europe. You are looking for ways to motivate them to sell more. At the moment 75% of their salary is fixed and 25% is paid in the form of individual commission.



Possible new incentives

- **Smaller fixed salary, more on commission**
- **Team (not individual) commission**
- **Bonus payments**
- **A share in company profits**
- **Competitions and prizes (cash, holidays, etc)**
- **Non-financial incentives such as training, promotion, time off**
- **Other?**

MEMO

To The Sales Director
 From Sales working committee
 Subject Report on meeting to discuss motivation of sales team
 Date 12 December

At a meeting of sales managers last Friday, we decided to recommend the following action to motivate the sales team and to increase sales.

1 _____

2 _____

3 _____

We look forward to receiving your comments on these suggestions.

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Worksheet Progress check

36-40

ACTIVITY

Groupwork: speaking

AIM

To discuss possible ways of motivating a sales team.

GRAMMAR AND FUNCTIONS

First and second conditional

VOCABULARY

Incentives and selling: *to work on commission, to motivate, to reward, an incentive, a bonus, a prize*

PREPARATION

Make one copy of the worksheet for each student in the class.

TIME

25 minutes

PROCEDURE

- 1 Ask the students how sales representatives are usually paid and how they can be motivated to sell more. Elicit the phrase, *on a commission basis*.
- 2 Give one worksheet to each student and ask them to read the paragraph at the top of the worksheet. They should then turn over their worksheet and summarise the situation to the student next to them.
- 3 Ask the students to work alone and read the list under 'Possible new incentives'. Tell them that they should prepare for a meeting with senior colleagues to discuss the problem the company is facing and to suggest some possible incentives.
- 4 Divide the students into small groups of three to five to discuss the possibilities and agree on the three best incentives.
- 5 The students should complete the memo at the bottom of the worksheet with their three suggestions.
- 6 Ask the students to report their decision to the rest of the class, giving reasons for it.

FOLLOW-UP

Ask the students to write a short report summarising what they discussed and decided, using the framework at the bottom of the worksheet.