



Effective Motivation Methods for Influencing Salesperson Behavior

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Abstract: The purpose of this study is to investigate the effects of motivation methods for salesperson behavior in sales organizations. The study included definitions of motivation and motivation methods in order to identify those methods that are important to consider when evaluating the levels of motivation. The purpose of measuring instrument is to identify importance of motivation methods. In this study was analyzed the impact of motivation methods in the sales organization of textile products in the Tashkent city, Uzbekistan. Motivation methods are analyzed salesperson behavior in sales organizations of textile products.

Keywords: motivation, motivational method, development communication method of motivation.



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Introduction

Improving relation in the marketing activity of companies managing systems, regardless of the influence of its surround in internal and external environment change in a positive way.

Entrancing to the market economy, the main manifestation of its change in economic motions, managerial influence the behavior of salesperson by the most innovative and productive methods of motivation for quality raising even higher level by circumstance.

Our national textile industry companies encourage salespersons in activities through the methods of motivation for definite direction in the definite quantity and quality, the unpopularity of advanced experience and the promotion causes new problems. Besides the above produced will motivate limited only by motivating salespersons.

The experience of developed market economy countries shows that textile companies do not enter motivation policy which made successive location of this page, adapted, impressionable productive methods of motivation, and it can hit with a negative impact not only external but also internal factors even.

Nowadays mechanisms, concepts, key factors, funds and specific motivation develops in the impact of changing, new social-economic relations.

Including in textile industry in the implementation of structural changes, modernization of it, diversifying study the properties of motivation application and identify the need for the introduction into the life of their results.

Determining the main direction of the use of motivational methods in textile industrial practice, today one of the practical problems that have been waiting its decision.

Effective marketing managers realize that in order to motivate their salespersons, they need to understand their salespersons and identify what motivates them. It is important to realize that

people have different needs, goals and objectives and will act differently toward obtaining or achieving their goals or satisfying their need deficiencies. Striking a balance between organizational goals and employee personal goals will go a long way to ensure a workforce that is motivated to achieve the level of performance that is expected of them while simultaneously satisfying their own personal goals and needs. Marketing-managers can however only be effective at motivating their workforce if they are familiar with both the internal and external factors of motivation and the importance of these factors in motivating salespersons. For the continued success of an organization, motivated salespersons are very important. The issue of motivating salespersons is a continuous journey that companies need to undertake. Low motivation levels of salespersons reflect poorly on the overall impression of the organization. Motivated salespersons, on the other hand, will ensure that the company flourishes. Motivation is a very complex issue due to the uniqueness of people and the wide range of various factors that impact on it. Organizations exploit various resources in order to compete successfully. Few people realize that in comparison to other resources, human resources are the only resource that increases in quality and capacity the more it is utilized. Organization cannot afford to ignore this valuable resource. Motivation is a calculated technique that marketing managers can use to explore human potential and talents. Organizations cannot compete successfully without a motivated workforce.

Literature review

Motivation and its mechanisms are studied in modern science – modern economy, management, marketing, as one of the main directions. Modern foreign scientists M.Albert, M.Meskon, F.Hedouri, Robbins. S P, Griffin. W, Moorhead. G, Mills. J C, Mills. H, Bratton. J, Forshaw. C, Dessler. G, Griffiths. J, Lloyd-Walker. B, Kotler.P, Amstrong. G [6; 7; 4; 8; 3;9,12,13] in their scientific literature have produced scientific researches on the system of motivation, this methods and mechanisms convention events.

Motivation is an internal force, dependent on the needs that drive a person to achieve goals. According to Robbins (2021), motivation is a needs-satisfying process, which means that when a person's needs are satisfied by certain factors, the person will exert superior effort toward attaining organizational goals.

Another view from Griffin and Moorhead (2019) is that motivation is the set of forces that causes people to engage in one behavior, rather than some other alternative behavior. Mills et al (2016) define motivation as the individual's desire to direct and sustain energy toward optimally performing, to the best of his or her ability, the task required in order to be successful in a work position.

However, in industry questions of application of motivation methods are unstudied as a separate, scientific object in this area is not carried out full-scale scientific scrutiny. In terms of motivation characteristics, influence on consumers considered too little for the studied question. In view of the need to develop scientific - founded proposal and recommendations for improving the use of methods to motivate enterprises in the industry was the basis to define the purpose and tasks of the research.

The experience of the world's famous companies that achieved success, shows, that modern systems and ways of motivation are organized with application of stimulation of such aspects as manufacture of goods needful for a consumer taking into account the requirements of a society; research of the social and ecological consequences related to a consumer, satisfaction of requirements by means of supervision over the target market, manufacture of goods taking into account the study of behavioral models of consumers, competitors and partners in business, creative products in integration with consumers. So it is necessary to draw a conclusion that motivation meeting modern requirements should stimulate first of all manufacture of goods and services considering the interests of consumers.

The Motivation is a system of the stimulation, promoting achievement of purposes of the organization with the account of interests of not only workers, but also consumers.

Scientists in industry management and marketing methods by studying the effect of motivating people, almost all the researchers did not explain that one group of internal method will be predominant.

Administrative influence on people in economic practice is a management method. Motivation methods are a set of factors, means, key factors and stimulus promoting stimulation of separate persons or a group of persons to certain purposeful behavior. According to motivational purposes in the management marketing of salespersons' action goes on an achievement of high results of work, qualitative, creative activity, the intensity of work and other purposes. The motivation goes on stimulation of buyer to big and long purchases, preservation of its loyalty.

In our opinion, the organizational purposes is necessary to divide the methods of motivation applied to introduction of necessary changes in actions of people under motivational influence, the adaptation of these actions to following groups:

This group of motivational methods is a complex of factors, key factors and the stimulus motivating salespersons to get more and with a loyalty in sales organizations of textile products.

1. Psychological and behavioral
2. Organizing on sale
3. By participation in management at decision-making
4. Economic
5. Communication development

Results of the study

Further, we will familiarize with results of the evaluation of the efficiency of motivational methods of applied to salespersons of the sales organizations. Also, we will familiarize with opinions of salespersons concerning the importance of motivational methods. Results of the interrogation spent for the purpose of studying of motivation methods at the sales organizations of textile products in Tashkent city, have led to following conclusions:

- according to salespersons, motivational method of psychological and behavioral from the point of view of the importance are taken by the third place ($M=5,12$), by estimations of salespersons, at those sales organizations where they work, to motivational method of communication development the attention in that degree as which they consider normal ($M=3,42$) is paid;
- groups simplification about the importance of participation in management at decision-making motivational method, have not come to uniform opinions ($M=3,36$), however thus they have estimated level of application of these method at the enterprises where they work as satisfactory ($M=3,46$);
- almost all salesperson underlining the high importance of the Economic motivation method ($M=5,81$), assert, that the management of the enterprises in small degree is improved by these methods ($M=2,61$);
- they have estimated level of use organizing on sale method in the organization have given an appreciation of degree of using these methods ($M=3,57$), however, according to salespersons, does not follow will pay excessive attention to use of these methods. Therefore, proceeding from the opinion of salespersons on the importance of methods have been placed on the latest place ($M=2,41$).
- Communication development method of motivation from the point of view of the importance also take the second place ($M=5,37$), however from results of interrogation it becomes obvious, that managers of the organizations use these methods in wide to a measure, than it is necessary ($M=3,67$);

Conclusion

From the relation of the salespersons of the sales organizations to the methods of motivation applied by sales organizations of textile products, defined by means of sociological interrogation, it is possible to draw the following general conclusion: almost all sales organizations have improved the measures, the systems of motivation directed simplification in the organization.

The main purpose of this paper was to evaluate motivational methods which salespersons are motivated. Findings from the results section of the survey, which is aimed at measuring the extent to which certain methods of motivation are provided for in sales organizations of the textile products at Tashkent city, Uzbekistan. Highlighted those methods of motivation that are adequately provided for and, therefore, are of concern. Recommendations that follow are aimed at specifically improving these areas of concern.

Salary is a hygiene factor and not a motivator, although the literature revealed that hygiene factors cannot motivate salespersons, they can lead to salespersons dissatisfaction if these factors are not provided for. Therefore, it remains important not to neglect any of the hygiene factors. The study has concluded that material methods of motivation ranked as the first most important method of motivation, and working conditions, which are more than adequately provided for by the organization. Research also revealed that salespersons will compare their salaries with their peers to establish if they are fairly or equitably rewarded. Our opinion that this can be prevented, to a large extent if the organization is more transparent about salaries. Creating pay grades for each job title, which salespersons are familiar with, will prevent salespersons from making inaccurate assumptions regarding their salaries. Annual salary increases should be inflation related. It is recommended that exceptional performance is not rewarded through salary increases, but rather by bonus or incentive schemes. Rewards should be transparent and the basis of distributing rewards should be communicated to the entire organization. Marketing management needs to ensure that marketing-managers salaries are reviewed annually to ensure that marketing manager wages are market-related. These statistics should also be made available to the entire organization. It is important to remember that the cost of replacing a trained individual is far greater than the cost of retaining an existing one; therefore, ensuring that salespersons are paid fairly is vital for staff retention. Our opinion that constant communication between management and salespersons is essential to prevent dissatisfaction caused by inaccurate assumptions. Salespersons should be encouraged to have discussions with management if they have any remuneration related concerns. Keeping salespersons is a challenging prospect, hence the many theories of motivation that have been developed over many years. Motivation is a complex dynamic, due to the fact that people behave differently when faced with the same challenges under similar circumstances. It is important however to continuously measure salesperson motivational methods to proactively anticipate areas of concern that might lead to a decline in the methods of motivation within the organization, which could have an adverse effect on the profitability of the organization due to reduction in overall productivity and performance.

This research represents a first attempt to motivational methods directed salespersons of sales organizations of textile products.

Perspective. we believe that this is an emerging research topic that will gain more interest for salespersons in sales organizations of textile products.

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