**The Secret of Motivation that Motivational Speakers Don’t Speak About**

Frederick Herzberg gave managers great advice on what really motivates people. Memorize it.

Hiring a motivational speaker to fire up your sales team can create a quick spike in enthusiasm.

There's nothing wrong with that.

Alas, that spike in enthusiasm will be temporary unless you also do some skills training.

Here's why: Motivational speakers rationalize their lack of long-term impact with the "shower analogy." Maybe you've heard it: "A shower doesn't last forever either, but we still take showers,” they joke.

Hey, I took a shower this morning. But it didn't cost *you* $15,000+. (Nor did it require your sales team to take the day off to travel to watch me take it. So be thankful for that.)

The "shower analogy" doesn't hold water.

Here’s that “secret of motivation” I promised: Closing a sale is the most motivating thing that can happen to a salesperson.

Fredrick Herzberg put it this way: "Managers do not motivate employees by giving them higher wages, more benefits, or new status symbols. Rather, employees are motivated by their own inherent need to succeed at a challenging task. Therefore, the manager should provide opportunities for people to achieve so they will become motivated."

You know it's true.

That’s because you've seen the swagger of the salesperson who just landed a big order. There's nothing any speaker can tell them to motivate them more.

What about the things other self-help gurus recommend:

* Chanting? Nope.
* Writing affirmations? Nope.
* Fire walk? I don't think so.

“But, Chris,” you say, “once they've walked across a bed of burning coals, they'll believe they can do anything.”

Sure, they will.

Unfortunately, believing you can do something and doing it are two different things.

The term "energized incompetence" describes "motivated" salespeople who don't know what to do next.

Sales managers must make sure salespeople know how to do the heavy lifting:

* Getting face time with decision makers
* Preparing like a pro
* Asking questions, listening and knowing what to do with the answers
* Making compelling presentations
* Closing the sale. Or as I like to call it, *opening the business relationship*. (You don't have a business relationship until somebody writes you a check.)

There are no short cuts.

Sorry to tell you that. But at least now you know.

There's a [resource](http://instantsalestraining.com/) that can help you and your salespeople with some of the heavy lifting, if you'd like to have a look.

(Permission granted to reprint this article with attribution to the author).