

KEYS TO MOTIVATING

This section of the report was produced by analyzing Suzanne's wants. People are motivated by the things they want; thus, wants that are satisfied no longer motivate. Review each statement produced in this section with Suzanne and highlight those that are present "wants."

Suzanne wants:

- To work with people with whom she can trust.
- Activities that don't infringe on family life.
- Identification with fellow salespeople.
- Constant appreciation, and a feeling of security on the team.
- Complete directions for work to be completed and planned sales presentation in writing.
- Recognition for loyalty and long service.
- Sales environment with emphasis on peace and harmony.
- Safety and security in the job.
- Freedom from conflict and confrontation.
- A leader to follow and one who sets good examples.
- To be persuaded by logic and emotion.
- A predictable environment.
- People who understand her reasons for not wanting to argue.