

Money as Motivation Amongst Industrial Sales People in Nigeria

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Abstract : A look at existing literature on sales force motivation reveals lack of consensus on the role monetary rewards play in motivating salespeople. In view of the apparent contradiction inherent in the literature, it follows perhaps, that sales managers are faced with the dilemma of what role to assign to monetary incentives in the scheme of motivating salespeople. This study investigated the perception of industrial salespeople on the role of money as a motivator. The result shows that salespeople believe that money is an important motivator whose power of motivation is influenced by a complex function of economic, social and psychological variables. Based on the findings, it is recommended that managers need different types of rewards to achieve a given level of motivation.

Keywords : motivation, salespeople, money, Nigeria

Conference Title : ICFA 2015 : International Conference on Finance and Accounting

Conference Location : New York, United States

Conference Dates : June 04-05, 2015