



FOR IMMEDIATE RELEASE

## **New Research Asks “What Motivates Salespeople to Sell More?”**

### *Differences Based on Fear and Career Goal Clarity*

**Dallas, Texas, United States -- Monday, March 25, 2019 --** A new study conducted by Behavioral Sciences Research Press, Inc., (BSRP) examined what motivates salespeople to sell more. This research compared the key motivational factors for salespeople in the U.S. (N=56,493), Sweden (N=1862), Finland (N=432), and the United Kingdom (N=5070).

The findings indicate that salespeople in *most* parts of the world are motivated first by the income opportunity provided by a career in sales. However, in Finland, that’s not the case. The Finnish were least motivated by income opportunity and more by the lack of routine provided by a career in sales. Of the countries we studied where income opportunity was the highest ranked, Swedish salespeople chose it the least frequently (23.3%), the Americans were most motivated by income opportunity (55.7%) with the British right behind them (50.8%).

#### Key findings:

- The majority of salespeople in the U.S. (55.7%), are motivated by the income opportunity associated with being in sales, followed by the ability to prospect for new business (12.1%) and a sense of accomplishment (11.5%).
- In Sweden, (23.3%) of salespeople are motivated by income opportunity, followed closely by 21.6% who are most motivated by the opportunity to prospect and 17.1% who are motivated by a sense of accomplishment.
- In Finland, the sales motivational factors differ. Most Finnish salespeople are motivated by the lack of routine associated with being in sales (29.6%), followed by a sense of accomplishment (26.9%), and the opportunity to prospect new business (13.4%). Approximately 11.8% are motivated by income opportunity.



- The British salespeople also found motivation by income opportunity (50.8%) followed by a sense of accomplishment (21.0%) and the opportunity to prospect new business (10.3%).

The Study further examined goal orientation and the discomfort salespeople experience when initiating sales contact, as measured by the Sale Preference Questionnaire/Full Spectrum Advocacy (SPQ\*GOLD/FSA) assessment.

Key findings:

- In the U.S., salespeople who are most motivated by income opportunity have a combined higher level of goal orientation and lower level of fear. Those who said a lack of routine was most motivating had the most fear and least goal clarity.
- The Swedish who said that income opportunity was most motivating had the least level of fear and the most goal clarity. Conversely, the Swedish who said personal independence was most motivating had the most fear and the least goal clarity.
- In Finland, salespeople who are most motivated by a sense of accomplishment, have a combined higher level of goal orientation and less fear. The salespeople who said they liked sales for its lack of routine also experienced the most discomfort initiating contact with prospective new clients.

BSRP, will be conducting a sales training workshop April 8-11, 2019, in Helsinki, Finland in conjunction with Confident Approach of Sweden and Adeptus of Finland. For 40 years, BSRP has researched and developed a variety of cutting-edge, behaviorally-anchored assessments and training interventions to assist in the hiring process and to help today's professional "Sell More. Sell Faster." More info: [www.salecallreluctance.com](http://www.salecallreluctance.com).