

# Motivating Sales Force: Sayed's U Theory

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Received: August 30, 2024

Accepted: November 4, 2024

Online Published: November 13, 2024

doi:10.5539/ijms.v16n2p103

URL: <https://doi.org/10.5539/ijms.v16n2p103>

## Abstract

The myth of the most successful organization may be seriously affected unless there is no robust structure within a large corporate for the steady and strong revenue flow that functions as blood circulating process in the body. Gearing this up on a continuous basis is largely reliant on the motivation of the sales force who are working in the field. This article is centered around how an organization can motivate its sales force; thus, I present Sayed's U theory. This theory was displayed at the monthly sales conference which led to the boost in the sales and revenue. The application of this theory in the current organization has exhibited an effective result. In today's world, large corporates can find this theory to be useful in remedying their stress with revenue generation for ultimate sustainability of the business.

**Keywords:** Motivation, Sales Force, financial flow, organization, learning, Sayed's U theory, results

The business of an organization runs through a complete package-management team. But financial flow within the organization is like blood circulating in the body as the organization sells its products and/or services through sales force on the Ground. The actions of the sales force are pivotal to the financial requirements of the company. Continuous drive, sustainable operations, steady progress, and overall management aspirations move forward based on financial flow to support the accelerate of the entire operation. Often, large global corporates embrace similar situation when organizations need emergency financial support from the market. Then an extraordinary performance by the sales force on the Ground is necessary to pump out the sales to generate financial flow from the market. Indeed, this is one of the toughest jobs in the world.

Gilbert A. Churchill Jr., Neil M Ford and Orville C. Walder Jr. – Sales Force Management: Planning, implementation and control – 4<sup>th</sup> ed. (Homewood, IL: Irwin, 1993) have studies about the problem for motivation of sales force at Ground. The study says, "The higher the salesperson's motivation, the greater his or her effort."

There are numerous Nos. of highly influential motivational theories for sales force across the globe.

▪ Philip Kotler Theory:

▪ Other Theories:

Sayed's U Theory

**U = W = B = Co.**

U = You

W = We

B = Business

Co. = Company

It is fascinating to document the background of this theory and of its overwhelming outcomes in practical cases. The situation of business is such that organizations are badly in need of steady financial flow within a specific time period.

As the Director (CEO) of a company, I planned a special meeting with the sales force on the Ground to more quickly guarantee financial flow. A routine monthly Sales Conference was scheduled for later that week, so we decided to wrap everything up in the same meeting and conference. During the meeting all upper-level Officials

of our sales and marketing department guided and motivated the whole team to put forth extra effort to achieve our financial requirements.

As the CEO of the business, I presented my Sayed's U theory in the conference to motivate the sales force to make our dreams come true. I spent the previous night seriously thinking about how best to deliver my words to transfigure and ignite them into a perfect force that would rise to our aspirations. After delving deeply into various research methodologies to inspire the entire sales force to achieve what we planned, I developed.

We opened the conference with Sayed's U theory on the screen. The entire room turned to pin-drop silence, faced with a stunning discovery for concentrating the theory of motivation to boost sales. The sales and marketing team jumped into it with deep interest, ready for the creation of something new. They found a very special proactive occasion for ultimate motivation.

My presentation seemed to have sparked a fire within everyone. No one said a word, but the burning flames were all but visible in their attentive eyes. It was a triumphant moment, everybody was very excited, motivated, enthusiastic and overwhelmed- beyond comprehension, especially the sales force.

The main theme or message in the theory is "U" (you); the name of the theory itself carries the value of *you*.

"U" means *you*, where you are the entire sales force on the ground and the cumulative efforts of every individual of sales & marketing. "W" means *we*, all of us includes the upper-level executives (i.e. all management teams). Notably, "I" is missing here because everyone, including the CEO-Director and all others, are dissolved into *we*. That means *you* are equal to *we*, and the action of *you* is actually directly reflected in the action of *us*. The greater your performance, the greater our performance. In other words, you exist so we exist.

Then "B" is equal to business: business is basically being boosted by *you* through *we*. So, we are the mediators or middlemen between business and you. The essence of *we* ("W") in the theory is that the middlemen may not always be essential. In a situation in which it is assumed that *we* are not part of the theory, then Sayed's U theory should be:  $U = B = Co.$

U = You

B = Business

Co. = Company

You ("U") being equal to business ("B") indicates that *we* may not always be required to achieve the financial goals and revenue generation of a business that may be geographically divided based on the sales force on the Ground, considering the business justification and time.

The focal point of this theory is *you*, where "U" is the main driving force of the business. The health of the business is dependent on you, your activities, your actions, and your motivation. The role and contributions of "U" are the key factors in increasing sales in the organization that result in wealth and a healthy financial position. Management places the highest priority on the motivation of "U", taking it into account at every single point. The product knowledge, practical experiences, customers' priorities & satisfaction, branding, services, facilities, incentives, confidence, and overall self-motivation will pave the way to discovering the best spirit and performance within the organization. Indeed, "U", hold the power to change the financial situation of any organization; keep the business steady and healthy; and ensure that the company is always safe, stable and sustainable.

### **Acknowledgments**

I greatly appreciate my beloved elder son Mr. Arham Ahab Sayed for his great role in reviewing the draft of this article.

### **Authors' contributions**

Not applicable.

### **Funding**

Not applicable.

### **Competing interests**

I declare that I have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

**Informed consent**

Obtained.

**Ethics approval**

The Publication Ethics Committee of the Canadian Center of Science and Education.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

**Provenance and peer review**

Not commissioned; externally double-blind peer reviewed.

**Data availability statement**

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

**Data sharing statement**

No additional data are available.

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