



## Sales Force Motivation in Real Estate Industry: A Study with reference to Visakhapatnam City

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**CITATION:** Karumuri, Venkateswarlu (2017), "Sales Force Motivation in Real Estate Industry: A Study with reference to Visakhapatnam City", *MERC Global's International Journal of Management*, Vol. 5, Issue 2, pp. 46-55.

**ARTICLE HISTORY:** Submitted: November 18, 2016, Revision received: December 20, 2016, Accepted: January 02, 2017

**ARTICLE TYPE:** Research paper

### ABSTRACT

*Achieving the goals and productivity of the organisation through the work of salespeople is the biggest task for the managers. Sales forces are the key actors who are responsible for the inflows of the money for any organisation. The motivated sales force is always a big asset to the firm. A motivated sales force will always contribute to coupled energy, loyalty, good citizenship, job performance at high output and high quality level outcomes. The present study is an attempt to identify the perceptions of salesmen of various real estate firms regarding what acts as the best motivational tool that can be implemented by the real estate firms in Visakhapatnam, Andhra Pradesh. The preferences of the sales people towards various motivational practices are recorded on a five point scale with the help of a structured questionnaire distributed to the sales people who are working in real estate firms in Visakhapatnam, India. Factor analysis was loaded to identify the best preferred motivator for the sales force. The results surely give a road map to the other real estate firms for effective implementation of motivational strategies with a view to utilise them fully that ultimately delivers customer satisfaction.*

**KEYWORDS:** Salesforce, Motivation, Motivational factors, Real estate, India.

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