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APPLIED ASPECTS OF MATERIAL MOTIVATION OF SALES PERSONNEL

The article is devoted to applied aspects of financial motivation of employees of small businesses in trading sphere. The purpose of research is to analyze the current systems and incentives for staff to present the technology of building material motivation of employees of trade places.

The author defines features of motivation of employees in a small business. The research considers the role of the material component. One of the features is the wide use of non-traditional systems of remuneration and its individualization. Therefore, this article presents a comparative analysis of non-tariff models of remuneration in terms of features of their application and criteria for calculating earnings.

In the study the author suggests the technology of building a system of financial motivation. It includes the following stages: development of the policy of remuneration; estimation of the size of payroll; determination of the structure of the compensation package; choice of remuneration schemes; determination of the composition of the social package.

While analyzing these stages, special role is given to the choice of

material motivation strategy, structure and design of the principles of the compensation package, including: feasibility of studies, justice of calculation. The structure of the compensation package for sales assistant should include the following elements: basic salary, bonuses and allowances, the variable part of the social package. It is noted that the forms of non-financial incentives within a social package are related to the financial motivation for the company since they still cost money. Their use depends on the age and marital status of employees of the store.

When considering the payment schemes in trade, the author identified the advantages and disadvantages of each. Based on the study, the authors proposed a method of payroll for vendors using non-tariff model. According to this scheme, the amount of remuneration includes the guaranteed portion (30%), the percentage of personal sales (40%) and the proportion of sales from all stores (30%).

Thus, this model takes into account both individual and collective performance. Its use improves the motivation of labor and contributes to the solution of human problems in the retail business.