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MOTIVATION AS AN INFLUENCE FACTOR FOR THE PERFORMANCE AND PROFESSIONAL QUALIFICATION OF EXTERNAL SALES CONSULTANTS OF A COMPANY IN THE AUTOMOBILISTIC SECTOR OF IMPERATRIZ-MA.

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SUMMARY

This article aims to investigate the importance of motivation as a factor of performance and professional qualification of employees of a company in the automobile sector of Imperatriz - MA. To support the study and promote the importance of the theme, 18 collaborators and 2 managers participated in the research. The interviews were conducted by data collection using qualitative criteria in order to obtain better support for the researched topic. After crossing data, it can be seen that employees use the motivation tool in order to achieve their goals as well as personal and professional goals. In this context, it can be said that motivation is an influencing factor for the performance of employees, providing greater efficiency in the processes and in the execution of their tasks.

Key words: Motivation, employees, managers, performance.

1. INTRODUCTION

The theme of motivation has been one of the most influential factors related to human behavior in recent times. Through this, organizations have shown an increasing interest in developing techniques that allow the understanding of this mechanism, in order to understand what drives employees.

With the world becoming more and more competitive, people's motivation is a differential that is highly valued by organizations. Because it is possible for the work to be

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carried out with higher quality, thus providing better results. (GIL 2008 p. 96) states that "Motivation can be understood as the main fuel for the company's productivity".

However, motivation is impersonal, and is intrinsically linked to the state of mind of individuals, since the positive reflexes of motivation are evident, it is essential that well-being is present in this motivational process. In addition, motivation can come from an internal cause of the individual, that is, from subjective factors.

Given the above, this work aimed to bring up the following problem: How does motivation influence the performance and professional qualification of external sales consultants of a company in the automobile sector of Imperatriz - MA?

Then the research had as a general objective the purpose of investigating how the motivation process influences the performance of the consultants of a company in the automobile sector of Imperatriz - MA. Therefore, its specific objectives were: (I) To identify the profile of managers; (II) Identify the profile of employees; (III) To investigate the forms of motivation developed by managers; (IV) Investigate the factors that influence the motivation of employees in the organization.

2 MOTIVATION CONCEPTS

The word motivation comes from the Latin “moveres”, which means to move. This influence in directing towards an objective, since it works as a way of seeking movements to reach a certain purpose. Based on this assumption, it will become easier to cultivate and / or apply methods so that employees feel motivated, because whoever causes them some kind of inspiration, gives them a new spirit and they start to act in favor of new conquests. According to Maximiano (2012) motivation is a word with different meanings, therefore, the word motivation indicates the causes or reasons that produce a certain behavior, whatever it may be.

It is also emphasized that the motivation may be the high condition of effort added to a given end, in order to satisfy the ego of individuals. This effort is basically driven by a dose of anxiety that drives her to achieve what she wants. Chiavenato (2000) argues that human needs take forms and expressions that vary according to the individual. The intensity of needs and their manifestation are varied and obey individual differences between people.

Motivation is an individual, internal and inherent factor. It is something situational and falls differently on each individual. Therefore, what generates motivation for a certain person, may not generate for another, as well, what served as motivation in a verified moment, may not serve in a second moment.

2.1 MOTIVATION IN THE WORKPLACE

Motivation is essential when it comes to business success, as the individual feels fulfilled in performing a role or even when he occupies the leadership space of a given sector. Vroom (1997) alludes that success is a type of motivation that is not born alone, it is linked to the technology adopted in the organization, such as the performance and quality exercised by the people who work around the same goal. The sense of work and motivation must be in line with the organization's values and culture.

Therefore, it can be argued that motivation is a triggering factor of the innovation process, because the more motivated the employees are, the better and new practices will become unemployed in order to reach the peak of success. In this way, such innovations will enable organizations to achieve competitiveness and the success of employees.

It is observed that many organizations do not have qualified managers, as there is a weakness to manage and motivate them, some managers become immediate seeking only quick solutions to motivate their team, as if there was a formula ready to promote efficiency.

However, there is an inclination of several companies to discover the best promotion of motivation, with the intention that these companies value their employees and commit themselves to professional ancestry.

“The truth is that, when a company decides to democratize information internally, allowing its internal public to learn more about management, processes, products, markets, challenges, etc., it ends up making everyone feel part of the process . This determines a higher level of motivation simply because it puts people in a position of importance ”. Brum (2008, p.28).

Given this scenario, it is clear that motivation is a determining factor in the performance of each employee, although it is not the main point. One of the great challenges facing organizations today has been to create a motivating work environment and how to make their professionals better and less unmotivated with the stressful routine that affects them daily.

2.2 MOTIVATION FACTORS

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Needs are the motivating factors of man's conduct, they are individual and essential to individuals. There is no way to create needs for a person, so what you can do is promote or inhibit the satisfaction of those needs. It is understood that the individual needs are renewed in each period, thus, when one objective is finalized, others will appear to be achieved.

Concerning this, Maximiano (2000) mentions that the happier the person is with his salary, the less will he be willing to complain about this aspect of his relationship with the company. Consequently, greater worker satisfaction with the work environment.

However, it is necessary to identify the main forms of motivation for each individual. Based on this, it is clear what in fact should be done to boost your career. Motivating factors are linked to internal energies that define the degree of commitment and affinity to what someone wants and needs, both for their professional and personal lives.

Therefore, it is seen that people are motivated not only through financial rewards, but there are a range of motivational forms in addition to those 'clichés' related to awards and bonuses. However, the individual seeks professional recognition to satisfy his basic needs. And motivation can be caused by greater responsibilities granted, by opportunities generated, by acceptance in decision-making processes and by the acceptance of leadership and co-workers.

The leader has one, if not, the most important role in motivating his team. Part of it, the initiative to recognize its employees and show them how important it is to the organization. Through good leadership, people are able to work enthusiastically and common goals are achieved.

Motivation is directly linked to good productivity results, and those who still don't understand that their team's success is coupled with motivation, experience outdated theories. This statement stresses the importance of knowing the work team, as they play a key role in achieving the objectives.

Thus, the manager needs to know the problems and difficulties that his team faces and, through motivational campaigns and training, helps them to improve their performance. Nowadays, companies are looking for highly competent, connected, confident, innovative and fast people in order to overcome the expectation of competition and of internal and external customers. It is essential to overcome the challenges, so that the exercise of acting and

thinking are not harmed, since these are of fundamental importance for the development of business, and it is attitudes like these that elevate the leader.

Brum (2008) comments that the leader's role today includes challenges such as: promoting the direction of information, having a business vision when passing it on to the subordinate and, mainly, making it serve as a motivating factor for the team. It is essential to overcome the challenges, so that working, acting and thinking are not harmed, since these are of fundamental importance for the development of business, and it is attitudes like these that define the good role of a true leader. .

4 JUSTIFICATION

Due to the great discussion that we have today on motivation, we realized the need to do an in-depth study with greater bases. From these questions, we sought to investigate the automobile sector of Imperatriz - MA. Since motivation is something situational and falls differently to each individual. Therefore, what generates motivation for a given individual, may not generate for another, as well, what served as motivation in a verified moment, may not serve in the second moment.

It is understood that the individual needs are renewed in each period, thus, when an objective is finalized, others will appear to be achieved. In order to exercise this function, the motivation factor is something that needs to be present in all forms in the lives of these professionals, therefore, it is understood that the process is only viable when employees and managers are in motivational synergy.

In this sense, all research is part of a problem, the problem being related to this article was: How does motivation influence the performance and professional qualification of external sales consultants of a company in the automobile sector of Imperatriz - MA? Having as general objective: Investigate how the motivation process influences the performance of consultants of a company in the automobile sector of Imperatriz - MA. Thus, the specific objectives are: (i) Identify the profile of managers; (ii) Identify the profile of employees; (iii) To investigate the forms of motivation developed by managers; and (iv) Investigate the factors that influence the motivation of employees in the organization.

5 METHODOLOGICAL FRAMEWORK

The universe of research will be a company a company of the automobile sector of Imperatriz - MA. Related to the universe Lakatos (2008) describes that it is where the facts related to the problem happen. This universe will participate 18 employees and 2 managers. Thus, the accessibility criterion will be used on the sample of participants, which in Vergara's (2009) view is highly accurate, as this type of criterion aims to obtain data due to the free access to participants, which does not allow the researcher's personal involvement in investigation, aiming then, at the impartiality of the information.

For the phenomenon now presented, qualitative and exploratory research will be used, which seeks to ascertain and discover phenomena related to the problem. Therefore, Gil (2008) reports that exploratory research aims to expand and promote a greater understanding of the investigated data.

However, on qualitative research according to Bauer and Gaskell (2003), it is to discover various thoughts and opinions, and to have clearer and more extensive foundations.

For data collection, interviews will be conducted involving managers and employees. Therefore, each of the collaborators and / or managers involved will have to sign the free and informed consent form to ensure the security of the information collected.

And the construction of the data will take place in the company's own environment. First, it will be explained about the researcher's intent, as well as the theme and purpose of the research.

The interviews were conducted between November 23 and 24, 2014, a more than acceptable period to obtain the information needed to promote the research. It is worth mentioning that all interviews were heard and, therefore, transcribed by the researcher in question, each interview lasted approximately 15 minutes.

However, the strategy used to analyze the data will be content and discourse analysis. That in the perception of Marconi and Lakatos (2008) "the data analysis is based on the interrelation of existing phenomena with other variables that influence these phenomena in some way". In other words, it consists of a practice that analyzes responses that are concatenated with other facts or events.

Regarding content analysis Moraes (1999) says that it constitutes a research methodology used to describe and explain the content of documents and texts, which promotes an easier and more accurate understanding.

6 ANALYSIS AND DISCUSSION OF RESULTS

The research was carried out through an interview applied to managers and employees. The participating managers were nominated as G1 and G2, with the employees being appointed with the subsequence C1, C2, C3, among others.

Concerning the research carried out with (the collaborators) the analysis of the content obtained was broken down into 8 categories, in favor of a better and greater investigation of the responses: 1. Profile of the employee; 2. Employee view related to the company; 3. Conception of motivation; 4. Conducting training; 5. Motivational rewards; 6. Agreements made available by the company; 7. Vision of the work environment and 8. Influential factors for motivation and professional performance.

6.1 FIRST CATEGORY - Employee profile.

The information of the collaborators was architected in the first category, with Chart 1 being composed in order to assertively assimilate the information related to the profiles of each interviewed collaborator.

Name	SEX	AGE	SCHOOL	COMPANY TIME
C1	M	38	Ens. Full Support	11 years
C2	M	27	Ens. Medium	Five months
C3	M	28	Ens. Medium	3 years
C4	M	30	Ens. Medium	2 Years 8 Months
C5	M	25	Ens. Full Support	7 months
C6	M	36	Ens. Medium	11 years
C7	M	25	Ens. Incomplete Sup.	2 years and 10 months
C8	M	25	Ens. Incomplete Sup.	6 months
C9	M	31	Ens. Medium	6 years and 4 months
C10	M	30	Ens. Medium	4 years and 6 months
C11	M	28	Ens. Medium	1 year and 1 month
C12	M	35	Ens. Medium	15 years

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C13	M	30	Ens. Medium	5 years
C14	M	26	Ens. Medium	1 year and 6 months
C15	M	36	Ens. Medium	2 years
C16	M	25	Ens. Incomplete Sup.	3 years
C17	M	26	Ens. Incomplete Sup.	2 years
C18	F	35	Ens. Medium	6 years

Table 1 - Employee profile

Source: The author herself

6.1.2 SECOND CATEGORY - Employee view related to the company

Regarding the second category, it was asked whether the company seeks to meet the needs of its employees. Given the present, C1 exposes that: “Yes. Looking to know about my needs, how I am feeling with my work, if I am well with my family”. In C1's view, it is clear that the leadership is involved with its followers and these ties are significant in terms of the organization's knowledge regarding the needs of its employees.

C2 responded by saying that: “Yes, from the first day I joined the interview, they probe what I want most in my personal life and within my limitations, what I intend to achieve within the company”. For C2 the emphasis was given to the relationship and the concern that leaders and the company have towards the realization of their personal goals, as it is intelligently seen that if the employee has pre-defined goals, their motivation will be more and more present leading them to reaching and exceeding the goals.

Asked for C3 in the second category, it is noticeable that the company plays an important role in the life of its employee, because according to him: “She seeks to know if I am well both physically and mentally and also in my private life; she tries to see if everything is going well so that it does not negatively influence my daily life”. Another point of view is from C4: “Yes, the company knows my needs through courses and training that my leaders do, in meetings it is always asked how we feel, that's it”.

It is perceived that the involvement that exists between leaders and followers is of fundamental importance for employees, because as they speak during the entire interview process, and that the sector in general seeks to know how they are doing, not only professionally, but in your life as well, this allows for a better affinity between everyone on the team, right afterwards C4 states that the company qualifies its leaders so that they are able to meet the needs of their employees and thereby present the feedback and concretely suggestions for improvement related to the work performed by each one and from that the

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strategies used to add motivational values to its employees become more assertive.

However, for the same question, C5 answered directly: "I don't think so, because I know my needs". When the question was reformulated, and asked: does the company seek to know its motivational needs? He excited that: "In preparation, I think so, because they always ask us if we are feeling good in our daily lives, if everything is fine with my health, so yes, they try to know the my needs ". These words come to give firmament to everything presented in the previous paragraph. It is noticed that the team of leaders of this organization is very well prepared to give support and mainly to know how to deal with each personality, knowing the individual and collective needs of their sector.

C6 assures in his speech that: "Yes, the company seeks to know my needs well, to somehow know what training it will apply for us to serve our customers well and they provide a legal apparatus for the employee". Notwithstanding this is the statement by C7 who defends: "Yes, she seeks to know what I need in my work environment, she also seeks to know my personal needs so that she does not interfere with the company's needs".

It is a fact that prepared leaders are responsible for the brilliant performance of their subordinates, with the exercise of their function, they are able to raise the level of an organization to unimaginable places and with their charisma and excellent performance they have the ability to make the team, their mirror .

Recycling is a practice used by the company according to C8 that exposes its thoughts through speech: "Yes, the motorcycle always seeks to meet the needs of its salespeople, it is always updating everyone through training, always leaving them prepared for the market work ". In contrast, C9 is specific when stating that: "The company seeks to meet my needs, I say this because our manager always asks how sales are going, how the family is doing, and I see that she always seeks to know our needs" . The sharing relationship that exists between the company and the employee enables the motivation and well-being of everyone involved in the difficult sales process, they feel at ease and welcomed, and this allows for higher levels of motivation within the team.

This can be seen in the speech of C10 when asked how the company seeks to meet its needs: "Asking how is my motivation, what is my view on the company, on the market, how is my performance going to see if it is missing something or if you have a disability that needs to be developed ". In connection with this, the thinking of C11 is added: "Yes, it provides feedback, seeks to know how I am in the field, provides consultations about my health, my emotional, I see this company's participation a lot".

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It can be seen from the statements that the company is involved and concerned not only with numbers, this organization maintains its focus on the health and well-being of all its employees. Labor gymnastics, collection of material for medical examination, visit of a doctor at the company to assist employees, professionals in the field of psychology, etc. are available. They are always aware of how your professional is doing in order to avoid any loss.

The vision that the company has over the needs of its employees is clear, the words of C14 are preponderant when it comes to this subject: "Search, because it has always been providing training, looking for what we have the best to offer, both for the company as well as for the clients and probing our needs ". Notwithstanding this is the contribution of C15: "They do try to meet my needs, through conversations, making feedbacks, my leaders always ask if we need anything or anything".

Therefore, it is noticeable that leaders have the ability to quickly outline the profiles of the different employees, and when there is an outline of their individual needs, the training and / or qualification part enters, so that the difficulty they are experiencing at that moment, be supplied quickly and profitably, so as not to reflect negatively on its performance.

Briefly in its speech the C16 stated that: "Certainly, they measure this by the meetings that are held and by the training that is offered". C17 explains that: "Yes, qualifying me through training, doing motivational meetings, giving feedback regarding our performance, helping me in difficult times or in eventual needs". C18 mentions that: "Like the company, its leaders seek to know their needs. When they offer me training, when they make me better at what I do by improving my qualification ".

Therefore, the employees themselves know the importance that their leaders give them, and how important is a trained, qualified team with a good relationship with their superiors, as well as, the company knows and knows how important it is to be involved with the your employee. This strengthening of ties is only possible because both are available to it, and it can be said that the success of a team comes from the individual work and effort that each one needs to have to achieve the common goals.

6.1.3 THIRD CATEGORY -Motivation conception

Regarding the third category, it was asked what motivation is and whether these employees feel motivated in the company where they work. Thus C1 responded as follows: "It is something that motivates you to act, that is motivation, a goal, a dream, an objective. I

feel motivated when I have a personal goal ”. Connected to this, C2 defends that: “Motivation is everything that drives me towards my personal and professional goals. I feel motivated when I wake up every day and decide that my wife and daughters need me, when I think about what I really want as a person, both in my personal, professional and financial life, it raises my motivation ”. Raising goals is what most motivates employees, so far interviewed.

Motivation can also be linked to overcoming factors. This statement is explained by the dismemberment of the third category by C3: “Motivation for me is to see that there is a person who does the same function as me, who does everything I do and he has a very beautiful house, for example, that motivates me. Seeing that he does what I do and I believe that I can have that too, that motivates me ”. C4 quickly reveals that for him: “Motivation is me having dreams and chasing them, if I don't have dreams I will never have my motivation to achieve my goals”. In addition to being linked to individual factors, motivation can relate to a person's willingness to reach a space already reached by another person. For C3, achieving something that someone has already achieved is what drives them to pursue it to achieve it, moreover, motivation can be linked to the desire for a dream come true and the needs that always arise when one of those goals has already been achieved. It can be said here that motivation is like a given addict, because whenever a goal is reached new objectives have emerged.

C5 analyzes motivation as follows: “Motivation is the persistence and dedication that we give to work, it is how you see it and how you react to work it is your view of your work. I feel motivated because I use companionship and group work and I see the dedication that the company has to the employee ”. When the company understands the employee and puts itself in its place, it generates a kind of alliance that allows greater involvement of its team. In the words of C6: “Motivation comes when the company supports you, through training, pays you well, recognizes your work and when winning awards. I certainly feel motivated by the fact of winning well, winning many awards, many trips ”. Note that motivation is not always linked to the money factor. Professional recognition,

This statement is true when the C7 expresses in its words that: “Motivation is to have work recognized first. The company values a professional by paying him in days as it happens here, offering support when he needs it. I feel motivated, when my work is recognized, when the person thanks me for my work, for being well paid and for the company's awards ”.

When the employee loves what he does and is not only fulfilling his duties, he

becomes more involved with the processes performed by him, the C10 simply shows his conception on the theme: Motivation is working in a company that you like the what you do, making your dreams come true, whether you like it or not, here we work with our customers' dreams and you have a part to contribute to the realization of this. ” When it comes to motivation, improbability is present at various times, because what is motivation for some, may not be for another.

What generates motivation in one moment, does not in another. It can be seen that for C11: “Motivation is the inner energy that makes me look at things and see the possibility of growing, that is, I will be able to see in a place, things that no one else sees. I feel very motivated, what makes this most possible is when I close a sale, I always want to do 2, 3, 10, 15 ”. Explains C17 that: “Motivation is something that determines us to do the best. I feel very motivated here ”.

Given the above, it is noted that motivation is related to movement, it is something that takes them forward, and is conditioned to the achievement of their personal goals and those imposed by the organization. The employee has to understand what motivates them to be able to control and overcome all the difficulties encountered throughout their organizational history. This motivation also generates quality and the best professional performance, as they propose to always do the best so that the effort is rewarded and recognized.

To confirm this, (Montana, 1999) says that motivation is the process of stimulating an individual in favor of developing actions that will fulfill their needs and, consequently, the tool used to reach the desired goals.

6.1.4 FOURTH CATEGORY - Conducting training

Regarding the fourth category, it was asked whether the employee received any type of training to perform his function, and equipped with that, if the training made them more confident when it came to being face to face with their customers. It was answered efficiently by C2 that: “Yes, all the training necessary for me to develop the role of salesperson, due to the fact that I have not yet been a salesperson. They make us more confident, because it is a weapon that we have, and I believe that without this training it would be very difficult for me to develop my work [...] ”.

Regarding this, C5 replied saying: "I received it. The training helped me a lot, the

NLP course was essential for our profession, as we learned to approach our client, with him we learned how to make a diagnosis of the client in a short time. They are always training, and this is a great show. ”In a way, C3 says:“ Yes, even the whole year, not daily, but every two months we receive training that reinforces my area ” It appears that the speech of the C2 and C3 distances themselves when it comes to questioning the reliability that the training allows to be in front of the client, however both see that the training is of fundamental importance for the knowledge of the product they sell serve also to know the profile of the clients we serve.The training is undoubtedly decisive for the excellent professional performance for each and every organization.

6.1.5 FIVE CATEGORY - Motivational rewards

When it came to the fourth category, they were asked which rewards motivated them most in their work. Quickly C18 said: “First, it's the financial reward and second is when someone calls me and thanks me for taking out his motorcycle and after that he points me out to someone else, or when I meet a customer at the supermarket and he tells me that turned his first motorcycle into a land and that after that he realized his dream of home ownership ”.

Regarding this, C10 responds: “What motivates me most is to know that I did a great job, and that I was responsible for selling a good that my client dreamed of”.

In view of these arguments, it is clear that professional recognition is of extraordinary importance for the well-being of these employees, one realizes the healthy involvement they have with their customers and how rewarding it is to be responsible for the realization of the dream of a person they approached. on the street and who, as the days went by, made them friends. C18 does not make financial reward less important, but it is convincing when he says: “It is very beautiful when my client says that I was responsible for the realization of his dream, I can even use those words as a sales argument, because I am responsible for making dreams come true ”.

For C2: "The reward is being able to enjoy with my family what I have achieved with the fruit of my work". However to various forms of rewards, and for C1 the peak of motivation comes through: "Satisfaction of my clients and the financial reward". This duality present in C2's speech with C1's speech shows how relative the motivation process is when it comes to people, so it is immeasurable because it is something that comes from the inside out.

There is no pre-established formula for motivating someone, a person is only motivated if when motivation is open.

When it comes to people, there are countless ways to add motivational values, for C6 what motivates you the most is: "Meeting people, going to good places, having a good car, making great trips, so that's motivation". In the same parameters is the speech of C8: "The reward that motivates me the most is the satisfaction of doing something that I like, receiving well for it, feeling good and feeling happy".

Financial is the main factor when it comes to reward, as it is the ultimate goal achieved by those who want it. And because of it, many people set goals and set goals in order to achieve them.

6.1.6 SIXTH CATEGORY - Agreements made available by the company

The sixth category is faced with the question that if the company offers any type of agreement for the employee and his family and if he felt satisfied. The C10 feels satisfied, however, he believes that it could be a little better when it comes to the inclusion of dependents: "The company offers health insurance, for me, but as I don't have a typical family, wife and children, I cannot place the my mother as a dependent. But it is a company that is concerned with the employee's quality of life [...] ". C2 explains that: "Yes, it offers health insurance, however, it could be a little better. I say this when it comes to the percentage of discounts, it could be half for me and half for the company ". With an emphasis on the sixth category, it is observed that the dialogue of employees has changed, satisfaction is not visible and as already presented here,

For the same question, C3 responds in a positive way: "Yes, it offers health insurance and life insurance for employees, and these are essential for me. So far it has served me well and I haven't missed anything. Asked about the same category for C13, he replies that: "Yes, she offers a health plan, an agreement with the gym, a dental plan. Everything can always improve, but for now it is being able to solve and meet the needs ". When it comes to this category, it is clear that employees felt a little anxious to answer it, because as explained above, a large part of employees were not completely satisfied with the form and inclusion and discounts.

6.1.6 SEVENTH CATEGORY - Vision of the work environment

As regards the seventh category, employees were asked if they considered their work environment to be favorable to contribute to their professional and personal satisfaction. To this question, C1 responded as follows: "Certainly, because here is a family bond, where there is humility, unity, cooperation and understanding of each one for each of the employees".

C7 quickly said that: "Certainly, the company always seeks to leave us in an always good environment, with a good and comfortable structure. My leaders always receive training, whenever we have problems, even personal ones, they interfere in our lives, trying to know what is happening and always looking for the best way to solve the problems".

Similar to this same C2 thought, according to him, his work environment is totally favorable for his growth and well-being, he says this: "A lot. Because I see my friends who have been conquering their dreams for the longest time. And the team in general is all motivated and this means that I cannot think differently, I have to motivate myself to be able to accompany this group [...]".

Analyzing the universe of the seventh category, it is clear how happy employees, in general, are happy to work and to be part of this family. The leader / follower relationship is fully respected, but does not prevent the sharing of information between both, the consultants have free access to the sector's management, as well as to the supervisors. There is a healthy dialogue and it is clear that the work environment is light and peaceful, even in the face of the pressures and demands that the goals impose.

The respect that each employee has for the leader is of fundamental importance for the team to be what it is today.

Reaffirming what was said, the words of C16 are used: "We are a family, so the work environment has no fights or discussions, everyone is treated well, has respect and education, and this is very good. We are open to talking with leaders, they are always available and with doors always open, you just don't have contact if you don't want to have it yourself". In the speech of C8, it is stated that: "There is a very good harmony there, the physical environment is perfect. Everyone is treated equally and whenever I need something they are available to help".

In this context (Montana, 1999) notes that the work environment is very favorable

to the well-being of employees, the company brings inspiration to employees and states that in addition to being a company, the sector is seen as a family providing support in whatever it is necessary. This merit won by the excellent team that allows for unity, respect, dedication and from that the outbreak of bonds of friendships, in addition to the team being prepared and qualified to be performing its functions.

6.1.7 EIGHTH CATEGORY - Influential factors for motivation and professional performance.

The last category was responsible for ascertaining which factors influence the motivation and professional performance of each employee. Having presented the questioning, C18 stated that: “We have to be well with us, we have to have a goal to achieve and when you have a goal, a dream and a goal you go for it and the rest flows, then it comes from there, within you, you have to propose to that ”. With regard to questioning, the C16 made its contribution as follows: “Going in search of my dreams, the money, today I have my family, and these are factors that whether or not I have to keep myself motivated all the time, so that in the end everything works out ”.

In a more focused way, C13 said: “What motivates me most are my goals and objectives. There is a lot that I want to achieve and that gives me the impulse to achieve it ”. In the same way, C9 enriches his speech by saying: “Today our work environment is very pleasant, and it all facilitates the good relationship with all sectors of the store and influences my motivation as well as my family, why they contribute so that I can improve sales and motivation even more ”.

No less important, C2 in an expressive and direct way says that: “I have a healthy ambition to achieve the best, I want to give a good quality of life and education to my daughters, I want to be able to go out to have fun with them and this it is one of the biggest factors, I want them to be able to enjoy my work ”. Factors linked to money, the family's well-being, the objectives to be achieved and the goals are what propel this team to achieve each of their desires. It is noticeable that the team walks together, even if each one has its own goals and objectives.

Given the above, it is clear that the way in which the leadership works, the team makes it possible to level and achieve the company's objectives. In the idea of each collaborative presented above, the thirst that each one has to give their best, whether for the

family or for the goals imposed by them, stands out, there is not only the will, but the fulfillment of each dream. And the organization is primarily responsible for this reality, as it is responsible for the physical and psychological structure that it has so that the work is carried out in an exemplary manner.

7 WHAT MANAGERS SAY

The manager responsible for the consortium sales sector of the company submitted to answer questions related to his vision regarding the collaborators and methods applied with regard to motivation as an influencing factor for the performance of his team. He is 42 years old, graduated in the Business Administration area, who has worked as a Consortium Manager for approximately 10 years.

Asked if the company seeks to meet the needs and wants of its employees, it responded as follows, G1: “Yes, the company seeks to meet these needs by stimulating dialogue, we in the role of leader seek this perception, first of the employee's difficulties, after the needs of each one to develop and grow [...]”.

It is observed in the words of G1 what has been said by each employee, dialogue is the key to a good relationship and, consequently, to the great development of each individual within that sector. The answer is concise and proves efficient with regard to the knowledge that the organization needs to have of the needs of its employees, when there is this involvement it is noticeable that people not only develop their functions more effectively but also feel part of the process and this facilitates the increase and continuity of motivation.

To ascertain the strategies used, two questions were asked about the strategies used by the company to identify motivational factors and how the application of these strategies happens.

However, G1 brought out the statement: “We have the climate survey, the 360° degree assessment, we also have a periodic job of monitoring employee performance and we have what we call self-assessment and we have the feedback process. So, we know that we need to keep this collaboration motivated and that this motivation comes from within, even if it comes from within, we have our role as leaders to instigate them to be motivated [...]”.

It can be seen that G1 is totally entangled with these strategies and makes use of them in an efficient and effective way, enabling a greater knowledge of its team, in order to put into practice all the techniques made available by the company so that they can develop

their work of mildly, putting yourself in the other's shoes to always keep the majority of the team motivated and loving what they do. When this does not happen to some, the dialogue enters in order to make a diagnosis of the needs of that employee and, starting from this, it is possible to see the improvement of the same in the face of their work.

It is noticed that the company is fully prepared and equipped with tools that considerably help to outline the strategies, and this preparation can be considered of fundamental importance for its success.

Together with this, it was asked whether the company offers any type of training and / or professional training to improve the performance of employees. Stating in a cohesive way G1 said: “Yes, we have. All employees from the moment they arrive at the company go through an integration process first, then it comes to the sector that was contracted, in our case, external sales. He goes through the training process, which is for a week getting to know the product, motorbikes. In addition to these trainings, we receive companies such as the colt company that came from Curitiba to give us NLP, Colt and PDL training and we have a training monitor that trains and refreshes all employees all the time, so we are watered by professionals able to develop their work ”.

In addition to the excellent tools that this company uses to assemble the motivational strategies of its team, the importance that it attaches to training is evident. Because the whole time is recycling and re teaching its team so that they are always able to serve and represent the organization outside their physical dependencies. The importance that this company gives to training is undoubtedly its point of differentiation and competitiveness from the others. Because the training allows for greater preparation and the reflection of this is the professional development and the increase in the potential of each employee.

It was asked which reward most motivates employees, and in response G1 says that: “We know that there are many rewards, we talk about the career growth opportunity that the company offers, investments in relation to training, to qualify that professional and the recognition that I think is right and that every professional feels motivated when he is recognized for the work he has been performing. The salary is very important! ”. When asked if it is easy to assess who is most motivated, she replied: “I think so, it is not difficult”.

Within all the questions asked to date, it is observed how much the team in general walks together and how much the leadership knows its own. This relationship of companionship, commitment, division and sharing of dreams is very important. And it becomes possible due to the policy of openness and dialogue that the sector management is

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willing to carry out; Returning the words of the collaborators it is seen that they feel embraced and important to the company, they are not only seen as people who made profit possible for the organization, but are seen as the people responsible for this success and from this they receive the necessary recognition that lead them to always be motivated.

In the sixth category, there is a need to assess what benefits are offered by the company to its employees, before a range of them, G1 exposes them: “Health plan, dental plan, job and salary plan, physiotherapist, psychologist, Physical educator. In addition to these we give incentives, the company itself encourages giving extra prizes, trips [...]”

It was asked if there is any type of internal campaign for the sector, the answer given was as follows: “The internal campaigns are set up by me, together with my supervisors, where we try to instigate the desire to have that, so from from that moment we run campaigns that will be said, well this is cool, I'm going to do my best, I'm going to donate a little more so that I can achieve this. They are strategically worked out together with the planning manager [...] These campaigns appear to achieve the goals, to create a healthier environment of dispute and joy”.

It is visible the concern that the company has with the health and well-being of its employees, in the face of a tiring, stressful and difficult universe that these consultants face, the company provides a relief for these tensions through monitoring with health professionals and with the performance of labor gymnastics which is performed twice a week in your own facility. The company is available to meet the needs of its employees, it makes a kind of exchange, giving the necessary tools for those professionals to feel motivated and developing their job even better and in return they receive recognition, growth opportunities, monitoring doctor and a salary that lives up to the effort used to carry out his activities.

The seventh category is responsible for investigating how the manager assesses the organization's environment in terms of relationships between employees and managers. In fact, G1 shows confidence in the development of its words, and defends: “Our environment is pleasant, it is a healthy environment, it is good to work, I see that employees are friends, they are work partners. We work with human beings and each one has a temperament, has a way, but we have already learned to deal with each one and they respect each other, if they like each other. We see and try to be together with them to create this healthy environment to work”. The focus here is on respect, referring to what most of the interviewed employees responded. The work environment is light and allows the total dedication of each employee.

Therefore, the workplace becomes better and better, because the real thing is not

the one that dictates the rules to be complied with, but the one who puts himself in the place of his team and without getting in the way, or pressures manage to reach the goals achieved, without that it is necessary to break what is good and healthy for the whole.

In the eighth category, G1 was questioned about the influence of motivation on the performance of employees, and it can be seen how prepared the leaders of this sector are and in the right place, enabling the organization to grow more and more. Then the same line says: “I think this is the most important thing, as leaders, we have to influence and instigate our employees at all times to develop and keep them motivated through proactive, positive, optimistic attitudes. and I think this is one of the great missions we have, which is to make it very clear to them: goals, dreams, objectives [...]”.

It is observed with this statement how necessary is good management to obtain the best results within an organization and therefore develop the best that each professional has within him. If for many companies good leadership is a remote reality, for this one it is a present reality.

8 FINAL CONSIDERATIONS AND RECOMMENDATIONS

This article aims to address the influence of motivation for the performance and professional qualification of external sales consultants in a company in the automobile sector in Imperatriz - MA.

In view of what was announced, the research was the search for motivational factors and strategies used by that organization in order to improve the performance of its employees. And it can be seen how motivation is a key factor for the development of the interviewed employees.

The proposed objectives were achieved and these were done through the investigation carried out. The general objective was presented in order to investigate how the motivation process influences the performance of the consultants of a company in the automobile sector of Imperatriz - MA. For specifics, we sought to (i) identify the profile of managers; (ii) identify the profile of employees; (iii) investigate the forms of motivation developed by managers; and (iv) to investigate the factors that influence the motivation of employees in the organization, and given the applied research it can be said that they have been achieved.

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organization has qualified and motivated professionals and how expressive is the relationship that exists between leaders and sales consultants, as well as with the administrative sector. According to them, they all speak the same language and are always available to help when needed. Dialogue, respect, companionship, the desire to make dreams come true and to reach the goals set, define the individual and collective success of the organization and provide most of the time motivation to those who need it.

Next, this researcher chose some points that can be improved, indicating that: 1. There is a review and, consequently, a reformulation in the form of availability and discounts regarding the health plan; 2. Optimization of the feedback process in response to some processes carried out by consultants who escape the work routine and even related to demotivation. 3. Breaking the image that the company must adapt to the employee, instead of the employee adapting to it.

Therefore, this work aimed to ascertain the motivation process for the performance of the role of external sales consultants, and brought in response that the human being outlines goals to be achieved and that to be accomplished it is necessary that they are fully motivated, in addition to from this, professional recognition increasingly elects the performance of these people. Therefore, it is necessary for the organization to continue proposing and making available an excellent cadre of managers to keep the work environment increasingly healthy, thus providing the self-motivation of its employees and increasing the commitment of all to the organization. .

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