

# BEST PRACTICES FOR STRESS REDUCTION AND WELLBEING IN SALES: A FRAMEWORK FOR HIGH PERFORMING BUSINESS TEAMS

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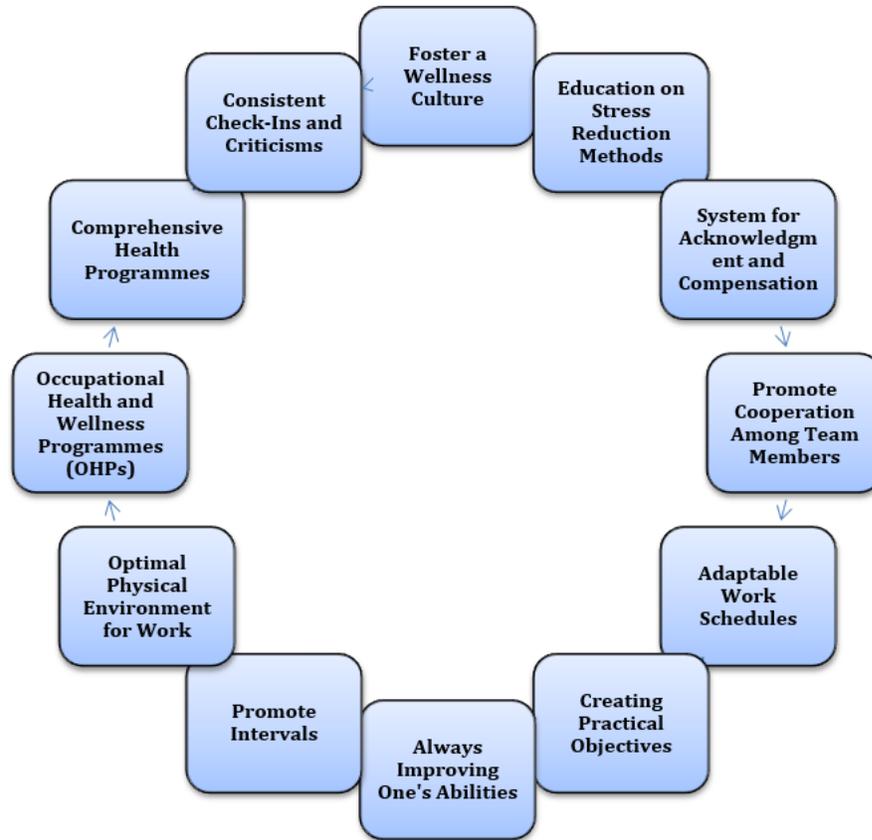
## ABSTRACT

*High Performing Business Teams* denotes cohorts of persons within an organisation who continuously attain excellent outcomes and exhibit remarkable efficiency in their collaborative endeavours. These teams possess several essential qualities, such as effective communication, harmonious teamwork, shared objectives, and a collective dedication to achieving excellence. Highly efficient business teams not only fulfil but frequently surpass expectations, producing outstanding results and making a substantial contribution to the organization's success and expansion. Salespeople experience persistent pressure as a result of the demanding and intense nature of their profession. By placing a strong emphasis on the well-being and contentment of their employees, firms may cultivate a more favourable work environment and facilitate sustained success for high-achieving teams. This framework outlines optimal strategies for sales teams to limit stress and improve well-being, hence increasing productivity, job satisfaction, and overall team performance. The main objective of the study is to investigate the best practices for stress reduction and wellbeing in sales for high performing business teams & to analyze the relationship between stress reduction and wellbeing in sales.

**Keywords:** Stress Reduction, Wellbeing, Sales, High Performing Business, Teams.

## INTRODUCTION

In the world of sales, professionals frequently experience a large amount of stress due to the fast-paced and demanding nature of the business. Not only does acknowledging the significance of employee well-being contribute to the creation of a more robust and healthy working environment, but it also plays a role in the continued success of high-performing business teams (Chaudhary, 2021) Figure 1.



**FIGURE 1**  
**ATTRIBUTES OF HIGH PERFORMING BUSINESS TEAMS**

This framework provides an outline of best practices that are intended to minimise stress and boost wellness within sales teams. The ultimate goal is to pave the path for greater productivity, job satisfaction, and overall team performance.

- ✚ Foster a company culture that emphasises and prioritises the welfare of employees.
- ✚ It is crucial to emphasise the importance of having a well-balanced work-life schedule and to highlight that the well-being of employees is a vital factor in the team's performance (Perkins., et.al.,2007).
- ✚ Providing comprehensive training to salespeople on stress management techniques is crucial.
- ✚ Members of the team should be provided with workshops on themes such as mindfulness, time management, and growing resilience. These workshops will offer them practical techniques to reduce stress (Mukharji, S., 2023).
- ✚ Develop a proficient framework for acknowledgment and incentives that duly recognises and commemorates the achievements of both individuals and teams.
- ✚ Positive reinforcement enhances morale and diminishes stress by acknowledging and valuing diligent and arduous efforts.
- ✚ Promote a sense of collaboration among team members and motivate them to provide mutual assistance.

- ✚ Promoting a sense of cohesion and collaborative support among team members is crucial. Thus, it is imperative to stimulate the exchange of experiences, problems, and successes.
- ✚ Flexible work arrangements are crucial for accommodating the diverse needs of sales professionals.
- ✚ Recognising the significance of having greater flexibility in working hours or the option to work remotely can enhance job satisfaction and reduce stress levels.
- ✚ Expectations and sales targets that are attainable should be established for the team.
- ✚ Unachievable aims lead to stress, whereas achievable objectives provide motivation and a positive work environment.
- ✚ Enable ongoing opportunities for skill improvement by implementing training sessions.
- ✚ Well-trained and competent sales professionals are more capable of handling challenges, hence alleviating the stress caused by skill shortages.
- ✚ It is important to highlight the necessity of taking regular breaks during the workplace.
- ✚ Furthermore, aside from enhancing concentration and ingenuity, short pauses also foster a holistic enhancement in mental well-being.
- ✚ Ensure that the sales staff is provided with a physical workspace that is both pleasant and designed to promote good ergonomics.
- ✚ Creating a bright and orderly workplace helps ease stress and boost happiness.
- ✚ It is advisable to establish and inform employees about Employee Assistance Programmes, which offer confidential counselling and support services.
- ✚ Employee assistance programmes (EAPs) provide aid to employees who are facing difficulties related to their work or personal life.
- ✚ Develop comprehensive wellness initiatives that incorporate aspects of physical health, nutrition, and physical activity (Mishra., et.al., 2021).
- ✚ Implementing a complete wellness programme helps enhance the overall resilience and well-being of employees.
- ✚ Regular one-on-one check-ins are crucial for discussing the workload, problems, and overall welfare.
- ✚ Facilitating transparent communication channels simplifies the identification of possible stressors at an earlier phase and allows for prompt provision of help.

## REVIEW LITERATURE

The study conducted by Babu (2013) examines the influence of professional stress on the mental well-being of junior and senior sales executives. The study investigates the strategies utilised by these professionals to manage workplace pressures. The study offers insights into the complex experiences of sales executives and their coping methods by analysing stress levels and mental health outcomes across various hierarchical levels within the sales sector. In their study, Beehr et al. (1978) conducted a thorough evaluation of existing literature and put up an aspect analysis model to investigate the correlation between job stress, employee health, and organisational success. The study examines the various dimensions of occupational stress, taking into account its effects on both individual welfare and total organisational effectiveness. The authors provide a detailed comprehension of the intricate relationship between workplace stress, employee health outcomes, and organisational effectiveness.

The authors Cox et al. (2002) provide a comprehensive analysis of occupational stress in Europe. The writers analyse the European viewpoint about occupational stress, providing insight into its frequency and consequences. The essay elucidates critical elements that contribute to

work-related stress and underscores the need of addressing this matter for the welfare of employees. The European Agency for Safety and Health at Work plays a key role in raising awareness and implementing solutions to effectively handle work-related stress throughout Europe. The study conducted by Dewe et al. (2002) examines stress management interventions and the specific strategies implemented by managers in this particular environment. This study investigates the pragmatic strategies implemented by managers to tackle workplace stress. The writers offer valuable perspectives on the managerial tactics and treatments designed to alleviate stress among employees. The essay enhances our comprehension of the impact of leadership on cultivating a favourable work environment by analysing the behaviours of managers. The research holds significant value for organisations in pursuit of efficient stress management strategies.

(Donald et al., 2005) examine the correlations among work settings, stress, and productivity by employing the ASSET (Organisational Assessment Survey for Employee Tension) tool. The study examines the relationship between various elements of the work environment and their influence on stress levels, which in turn affect productivity. The authors utilise a thorough methodology to evaluate and comprehend the intricate interaction among organisational elements, employee stress, and overall workplace efficiency. The results offer significant perspectives for organisations seeking to improve employee well-being and performance by gaining a deeper understanding of workplace dynamics. The study conducted by Ehlers et al. (2017) examines the elements related to well-being that impact sales and marketing professionals working in a multinational automobile firm. This study examines many aspects of well-being that are relevant to this particular group of workers, offering valuable insights into the obstacles and possibilities for enhancing employee welfare in the automotive sector. Ehlers' research enhances comprehension of wellness concerns in sales and marketing positions, providing possible ramifications for organisational tactics to improve employee well-being and contentment in comparable corporate environments.

In his study, GS, D. (2020) investigates the impact of innovative methods in the automobile sector on the stress levels of sales staff. This study examines the effects of novel strategies on the welfare of sales executives in the automotive sector. The research illuminates the potential difficulties linked to the implementation of new tactics and their impact on the mental well-being of sales professionals in this particular industry, by analysing stress levels. (Kaklauskas et al., 2011) introduce a proposed Biometric Stress Management System that is recommended. The study presents a technology specifically developed to regulate stress levels by utilising biometric data. The authors intend to offer a holistic stress management method by utilising expert systems and apps. This approach will incorporate biometric information to create a more personalised and efficient plan for reducing stress. The essay enhances the topic of stress management by investigating novel technological remedies to tackle individual stress levels. (Lehmann et al., 2021) present a study protocol for a randomised controlled trial that aims to assess the efficacy and cost-effectiveness of a stress management training programme specifically tailored for leaders of small and medium-sized firms (SMEs). The study aims to evaluate the effects of the stress management intervention on both the personal well-being of individuals and the economic aspects of small and medium-sized enterprises (SMEs). (Singh, et al. 2013). The study seeks to provide significant insights into the effectiveness and cost-efficiency of these interventions, offering practical implications for stress management techniques aimed at executives in smaller organisations.

### **Strategies: Best Practices for Stress Reduction and Wellbeing in Sales**

Since sales is a demanding career that frequently involves high-pressure situations and tight deadlines, it is essential for sales professionals to take measures to reduce stress and improve their overall health and performance in order to maintain their overall health and performance (Putra., et.al., 2021). There is a correlation between the implementation of best practices for stress reduction and wellbeing and a more positive work environment, increased job satisfaction, and enhanced productivity Figure 2.



**FIGURE 2**  
**IMPLEMENTATION OF BEST PRACTICES FOR STRESS REDUCTION AND WELLBEING**

### The Following is a List of Successful Strategies

1. Promote the practice of sales professionals setting distinct limits between their business and personal lives.
2. Enact measures that promote a balanced work schedule and discourage continuous engagement outside of working hours.
3. Provide workshops or training sessions focused on stress management approaches, such as mindfulness, time management, and resilience development.
4. Provide sales teams with pragmatic resources to manage stress and pressure efficiently.
5. Regularly recognise and commemorate both individual and team accomplishments.
6. Develop and execute a recognition initiative that emphasises exceptional achievement and strengthens a favourable work environment.
7. Promote cooperation and transparent communication among the sales team.
8. Cultivate a cohesive team environment that fosters the exchange of experiences and the provision of reciprocal support among colleagues.
9. Contemplate providing adaptable work arrangements, such as telecommuting or flexible scheduling, to fit individual requirements and preferences.
10. Enhanced flexibility can lead to a decrease in stress levels and an increase in job satisfaction.
11. Set realistic sales goals and performance expectations.
12. Unattainable aspirations can lead to increased stress; thus, establishing achievable goals fosters a more conducive work environment.
13. Provide comprehensive training programmes aimed at improving sales abilities and facilitating continuous professional growth.
14. Proficient and self-assured sales people are more capable of managing obstacles, hence diminishing stress (Wright., et.al., 2004).
15. Highlight the significance of incorporating regular breaks within the workday to replenish energy and maintain productivity.
16. Brief intervals can enhance focus, ingenuity, and general psychological welfare (Schwepker., et.al., 2021).
17. Create an ergonomic and visually appealing work environment.
18. An optimal physical environment can enhance a tranquil ambiance and reduce stress levels.
19. Establish Employee Assistance Programmes to offer discreet counselling and assistance services.

20. Employee Assistance Programmes (EAPs) can serve as important assets for employees who are grappling with personal or work-related pressures.
21. Implement wellness initiatives that prioritise physical well-being, nutritional practices, and physical activity.
22. Typically, individuals who are in good health tend to have a higher capacity to cope with stress (Rosyafah, S., 2021).
23. Regularly schedule individual meetings with team members to address workload, obstacles, and overall welfare.
24. Facilitating open communication enables the timely detection of potential stress-inducing factors (Swart., et.al., 2012).

### RESEARCH METHODOLOGY

The dynamics of high performing business teams at different companies stages were examined in this research. It shows at how such procedures origin from the level of the sales employees to the level of the team & sales department, ultimately effecting the company’s effectiveness as a whole. Regression as well as correlation analysis were used in the research along with primary & quantitative data based analysis. All responses were gathered from three well-known retail businesses & enabled a thorough analysis of stress reduction & wellbeing techniques in sales. A small sample total 120 participants were taken, a descriptive study based design was utilized & SPSS also used for data analysis Tables 1-4.

#### Objective of the Study

1. To investigate the best practices for stress reduction and wellbeing in sales for high performing business teams.
2. To analyze the relationship between stress reduction and wellbeing in sales.

#### Hypothesis Testing

*H<sub>1</sub>: There is no significant relationship between best practices for stress reduction and wellbeing in sales.*

*H<sub>2</sub>: There is a significant relationship between best practices for stress reduction and wellbeing in sales.*

### RESULTS & DISCUSSION

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df2	Sig. F Change
1	.876 <sup>a</sup>	.798	.802	.658	.798	271.324	1	118	.000

a. Predictors: (Constant), Sales

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.006	1	110.012	271.324	.000 <sup>b</sup>
	Residual	67.487	118	.782		
	Total	179.493	119			

a. Dependent Variable: Stress Reduction & Wellbeing
b. Predictors: (Constant), Sales

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.686	.217		-1.810	.069
	Sales	1.092	.304	.794	10.671	.000

a. Dependent Variable : Stress Reduction & Wellbeing

		Stress Reduction & Wellbeing	Sales
Stress Reduction & Wellbeing	Pearson Correlation	1	.897**
	Sig. (2-tailed)		.000
	N	120	120
Sales	Pearson Correlation	.897**	1
	Sig. (2-tailed)	.000	
	N	120	120

\*\*Correlation is significant at the 0.01 level (2-tailed).

### Findings of the Study

1. Foster an environment where employees' health and happiness are highly valued and respected.
2. Employee health is critical to the performance of the team, thus it's important to communicate the significance of a good work-life balance.
3. Give your sales staff extensive training on stress management.
4. To help your team members deal with stress, consider hosting workshops on topics like mindfulness, time management, and resilience building.
5. The accomplishments of both individuals and teams should be celebrated through a strong system of recognition and rewards.
6. Recognising and rewarding effort and commitment is an effective way to increase morale and decrease stress.
7. Create a setting where team members are comfortable working together and offering mutual assistance.
8. Foster a spirit of camaraderie and mutual aid by encouraging team members to share their stories of triumph and adversity.
9. Make adjustments to the work schedules of salespeople so that they can better meet their individual demands.
10. Acknowledge that allowing employees more leeway in their schedules or the ability to work remotely can help alleviate stress and boost job satisfaction.
11. Assign reasonable and attainable sales goals to the team.
12. Achievable goals boost enthusiasm and morale in the workplace, whereas unrealistic goals add stress.
13. Make training programmes available on an ongoing basis so that people can improve their skills.
14. Problems caused by a lack of expertise are less likely to arise when salespeople are well-trained and skilled.
15. Encourage your employees to take frequent breaks during the workday.
16. Taking short breaks can help you concentrate better, be more creative, and feel better mentally.
17. Create a physical environment that is conducive to sales teams' comfort and ease of movement.
18. Mood and stress levels can be positively affected by a well-organized and upbeat setting.
19. Establish and disseminate EAPs that provide employees with access to confidential counselling and other support services.

20. Whether an employee is coping with personal or work-related stress, an EAP can give resources to help.
21. Make sure that people's physical health, diet, and exercise are all part of their wellness programmes.
22. Taking a comprehensive approach to wellness helps boost the resilience and well-being of employees as a whole.
23. Discuss workload, difficulties, and general welfare via regular one-on-one check-ins.
24. Keeping lines of communication open makes it easier to spot possible sources of stress early on and provides access to help when needed.

## CONCLUSION

By using the aforementioned optimal strategies, organisations may establish a sales atmosphere that places emphasis on minimising stress and promoting the welfare of employees, resulting in a sales force that is more involved, driven, and able to withstand challenges. By incorporating these optimal methods into the sales team's structure, organisations can cultivate a culture of stress alleviation and wellness, establishing a setting that promotes exceptional performance and enduring achievement. This framework functions as a blueprint for corporate executives and human resources experts seeking to provide top priority to the welfare of employees inside sales teams.

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