

The main objective of this diploma thesis is to outline various theories of work motivation, career growth and their practical application in sales team management within a sales organization. In the theoretical part the paper deals with the definition of essential terms including but not limited to motivation, work motivation, career and work career. Moreover, it focuses on selected motivational theories, basic criteria and current principles of managing the work career, career growth and development. Employees' motivation and development as the prerequisite of career growth sums up the given issues and it is conceived with regard to the application of theoretical findings in practice. The final practical part deals with successful management, motivation and career growth of a sales team in an international consulting and training company M., focusing on development of human resources and increasing sales efficiency. The paper shall stimulate the debate on the motivation itself, the career growth and it could provide several valuable suggestions on how to motivate efficiently to facilitate employees' career growth in business organizations and to assist them with individual career development.