Use Gamification to Tap Into the Competitive Nature of Your Sales Team and Improve Sales Effectiveness

Your company’s success depends on the effectiveness of its salespeople, whether they’re direct employees or partners and commission-driven agents from external distribution channels. But optimizing sales effectiveness can be a tremendously daunting task. After all, the hurdles that impact sales success often span beyond pure salesmanship. In fact, broad categories like training, systems, operations and team management can have sweeping impact on revenue. And yet, the deal-driven sales rep frequently perceives many of these activities as little more than “administrative busy work.”

Some organizations take a hardline approach of “do this or else,” but fear-based tactics only work for short durations, if at all. Other organizations engage in sales incentive programs (contests, SPIFFs, etc.) to motivate sales and while some of the traditional approaches can, in fact, drive short-term piques in behavior, few inspire higher

Use gamification to:

Gamification of your sales environment can:

- Boost adoption and use of CRM tools
- Improve training retention
- Revitalize on-going training
- Encourage knowledge sharing by top agents
- Correct management inefficiencies
- Enhance data quality
- Promote engagement of distributed/external sales teams
performance long term. These programs also suffer because most are difficult to manage, take significant resources to execute and can actually lead to unintended behaviors, such as “sandbagging.”

It’s no surprise that today’s sales managers crave new, more sophisticated ways to help their teams improve performance and boost revenue... and more and more of them are turning to gamification to motivate meaningful sales behaviors that drive achieve real, measurable results.

Gamification applies the same data-driven techniques used by game designers to motivate employee actions in critical business scenarios... and according to industry analysts it is a natural fit for the sales function. Why? Because gamification taps into the competitive nature of sales agents and uses ambition as a means to improve not just quotas, but also collaboration, learning and onboarding — all of which are proven drivers of revenue growth.

By tracking activities and responses to incentives, gamification can help you make real, measurable improvements to your key performance indicators (KPIs). You can use gamification to:

• Improve sales performance for individuals and teams
• Increase formal and informal learning
• Drive better utilization of training resources
• Speed onboarding for new sales reps and partners
• Raise customer satisfaction rates
• Gain better visibility into sales goals, targets and forecasts
• Retain top performers and nurture more leaders

At Bunchball, we’ve seen that gamification increases CRM activity by 230% on average and can improve sales performance on average by 9%. What does all this mean for your sales team? Could gamification help you improve sales effectiveness? Gauge where you stand by answering these four key questions:

“None of these sales professionals is required to complete this training — they’re doing it to improve their knowledge of how to sell to specific types of customers. And yet, we’re finding that users are staying very engaged and are very motivated to attain Expert status. We credit the gamification experience for a large part of that.”

Ingrid Quimby-High, Director of Meeting Sales Strategy at Intercontinental Hotels Group
1. Does your team have the knowledge it needs? Many sales agents fail to make quota simply because they don't have the same breadth and depth of information as their more successful counterparts or because they don't effectively utilize the resources available to them. How do you train your team? Do they retain the information? How do you keep their knowledge fresh? We all know most sales reps would rather spend time on revenue-generating activities than training. You need to find ways to improve self-driven learning and knowledge sharing so new hires can be onboarded quickly and veteran sales agents can keep their skills sharp to compete in today's global — and often unpredictable — marketplace.

2. How do you ensure that your team is entering accurate and complete data into your CRM system? When customer data is accurate and complete, your sales staff can better manage sales, sales forecasts, service resources and performance. How much time do you waste questioning information, massaging sales data and goading sales teams to update — or even enter — their accounts?

3. Are your sales team's daily activities aligned with your performance metrics? First things first: Make sure you identify clear performance metrics. (These typically include financial measures, activity measures and customer measures.) At Bunchball, we've seen that aligning sales reps' activities to specific performance metrics can have a dramatic positive impact on quota achievement and overall revenue goals, as well as pipeline growth, call volumes and lead qualification.

4. What kind of SPIFFs and contests do you use to incent your team? Take inventory of your motivational tools. Are they effective? Keep in mind that contests alone drive a short-term behavior change (similar to a brand running a contest vs. having a loyalty program). In order to change habits and drive long-term behavior change, you need an ongoing engagement strategy.

Find out more at: http://www.bunchball.com/solutions/sales-teams
About Bunchball

Bunchball is the leader and innovator of engagement technology powered by gamification. Purpose-built for the enterprise, Bunchball's proven engagement solutions motivate employee, partner and customer behaviors while delivering the performance intelligence needed to drive business results. An early visionary, Bunchball wrote the book on gamification with the 2013 best seller *Loyalty 3.0*, and is widely credited for numerous market innovations, including a patent for *Gamification as a Service*. More than 400 enterprise customers rely upon Bunchball for the company's expertise, innovations and proprietary analytics that deliver proven business results, and Bunchball is the partner of choice to industry leaders including Jive, SAP, Salesforce.com and NICE Systems. Bunchball's investors include Parallax Capital Fund, Granite Ventures, Northport Investments and Correlation Ventures. For more information, visit [www.bunchball.com](http://www.bunchball.com), read the blog at [www.bunchball.com/blog](http://www.bunchball.com/blog), or follow @bunchball on Twitter.