Motivate sales effectiveness through gamification

The effectiveness of your sales team is critical to the success of your organization. You launch spiffs and contests in hopes of incenting your team to perform. You’ve invested significant resources in Salesforce.com to drive efficiencies, visibility and predictability. But, is your team responding to your contests in the manner you expected? Do your employees represent their activities in your CRM accurately?

Most companies find that without clear and sustained incentive to focus on business goals — or even to just use Salesforce in the manner intended by the business — employees will gravitate toward old habits, and businesses will continue to struggle to drive higher performance from their team.

By applying the same data-driven motivation techniques that game designers have used for ages, you can encourage your employees to focus on the activities that truly affect your sales goals.

**Benefits:**

**Drive ongoing sales effectiveness**

- Focus teams on priorities and goals
- Encourage collaboration and communication
- Provide real-time feedback on performance metrics
- Recognize high performers and incent others to achieve the same
- Create achievable goals for incremental improvement

**Impact sales metrics**

- Quota achievement
- Call volumes
- Lead qualification
- Time-to-close
- Product mix and products
Nitro for Salesforce is a sophisticated solution that allows businesses to drive highly-targeted gamification programs within Sales Cloud.

**Get going quickly with easy set-up for basic challenges:** Businesses can rapidly launch common challenges around calls completed or data entered, so that employees and management can immediately experience the power of gamification.

**Most robust and flexible gamification engine to drive highly-targeted, complex challenges and rewards:** Nitro for Salesforce is based on the world's most powerful gamification engine so, as you grow, you can build campaigns that are as complex or as simple as you'd like. Individuals can be incented in ways that are specific to their role, interests and objectives.

**Ensure Salesforce adoption**

- Encourage employees to use Salesforce to maximize adoption and drive accurate data capture.
- Gain greater visibility into forecasts, resource utilization, employee performance metrics and the motivation techniques that drive success.
Gamification elements integrated into Sales Cloud:
Ready-to-use components like leaderboards, missions, badges, levels, newsfeeds, and personalized achievement centers are available to get you going quickly.

Custom leaderboards and public leaderboard display:
Provide meaningful rankings including how each user stacks up against colleagues by way of points, completed challenges, and levels, or incorporated metrics specific to Salesforce, such as tasks completed or past due opportunities tackled. Publicly display leaderboards for the team to see on a dedicated monitor or TV.

Nitro Studio – program administration built for business users: Business users can build, manage and measure their gamification campaigns and strategy through Nitro Studio. The control center features a drag-n-drop interface for creating challenges, powerful in-console analytics, and an iPad-optimized interface for campaign administration on-the-go.

About the Nitro Gamification Platform

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. 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.