

 **AMBITION**
PRESENTS

The Sales Gamification Field Guide

The definitive stay-hitting-every-goal resource for today's savvy sales leader.



What, exactly, is Sales Gamification?

If you've spent any amount of time following sales strategies and trends, you've likely come across the idea of **sales gamification**, but what the heck is it?

Sales Gamification encompasses the strategies metric-driven leaders employ to make crucial processes like onboarding, training, and daily productivity (think: dials made, emails sent, leads converted) more engaging to your sales rep and, better yet, more visible to the rest of your company. Simply put: You can turn any necessary activity that must happen in the normal sales process into a game, and watch your visibility, accountability, and overall productivity increase in record numbers.

From multi-metric, Fantasy Football-style competitions to hour-long call blitzes with free prizes, Sales Gamification makes the daily grind of sales easy, fun, and holds every member of your team accountable to goals.

In this guide, we'll show you...

- Why sales gamification consistently works for orgs of all shapes and sizes,
- Tips for getting started with an impactful program,
- Common mistakes to avoid when designing your strategy,
- The right metrics to track to stay aligned with top-line revenue goals, and
- We'll look at how our customer, **Highspot**, uses gamification to 3X their productivity in slow seasons.



Sales gamification by the numbers

Sales Gamification is a powerful tool for employee onboarding, ongoing training, and to make the daily grind of sales more engaging and impactful, but you don't have to take our word for it...

89% of people said when a task at work is gamified, they feel competitive, and more eager to complete it.

(TalentLMS)



70% of business transformation programs fail due to poor employee engagement.

(EuropeanCEO)



80% of employees enjoy using gamification software solutions at work.

(Talent LMS)



Games in the workplace can increase an employee's ability to learn new skills by 40%!

(Dopamine)

Up to 7X conversion rates have been achieved by companies using sales gamification.

(Neil Patel)



New employees are 69% more likely to stay with a company for 3 years or more if they are provided well-formed onboarding.

(HBR)



Top 5 Reasons Sales Contests Fail (& How To Avoid Them).

So, you're convinced Sales Gamification is the gasoline to ignite the fire on your sales floor. Before you roll the dice, there are some common program-building mistakes to avoid that can really ruin your chances to win.



1. There's no 'why'.

Knowing what behaviors you're trying to correct or encourage is crucial to get the results you seek tactically from sales gamification. Here are some common reasons to run a contest:

- Your reps are burned out, bored, and disengaged.
- You're babysitting your reps so they'll do the right activities, at the right pace.
- You have low performance visibility because **nobody** is logging things properly.
- You've got a remote team and you need to create accountability.

2. There's no buy-in.

After you determine the purpose of your contest, you've got to get the people you're trying to motivate on board. You can't have a player hate the game, right? Ways to get buy-in:

- Communicate every aspect of the competition BEFORE it begins.
- Don't just explain the set-up and prizes, explain how the ultimate goal is tied to their success.
- Make sure the contest contributes to their long-term professional development. If it's just for fun, they will not take it (or you) seriously.

3. There's no visibility.

We live in an era of real-time pacing alerts for everything (Peloton, anyone?). Knowing where you stand in relation to others is not only a better way to play a game, but is an expected experience whether your team realizes it or not.

- Don't bury competition details in spreadsheets only you can see.
- Remote visibility is crucial. Make sure your leaderboards are viewable via URL.
- Better yet, real-time Slack alerts are even better.
- Back in the office part-time? Make sure your in-person experience is digital & consistent with what remote sellers see.

Top 5 Reasons Your Sales Contests Fail (continued)

4. You're motivating the wrong people.



You've crafted a purposeful, visible contest, and everyone is fired up. Unfortunately, folks are going to check out fast if you've only designed the contest so that your top 5-10% of your team can win.

- Extend contests longer than 1 week to reinforce change over time.
- Make sure you incentivize "most improved" metrics over or alongside "best of" metrics.
- Focus on "efficiency metrics" ex: instead of # of calls, you reward for call connects and meetings set.
- Run team competitions & pair newbies with veterans; Top performers with lower performers.

5. Your incentives suck.

And, at the end of every contest there's gotta be some sort of reward. However, giftcards can only take you so far and, as you'll see below, a little creativity goes a long way.

The best incentives are

Even if you have a budget, public recognition & bragging rights go a long way.

- Something they desperately WANT.
- Something they don't really NEED.
- Something they would NEVER, EVER buy for themselves.

Does my new sales contest:



CORRELATE TO METRICS?

And by that, I mean - the metrics you use to determine if you'll hit "the number".



PROMOTE DEVELOPMENT?

Make sure the activities tied to your contest are ones that contribute to long-term skill development (not just quick wins).



REINFORCE COACHING?

Gamification without regimented 1:1 & team check-ins will fall flat.

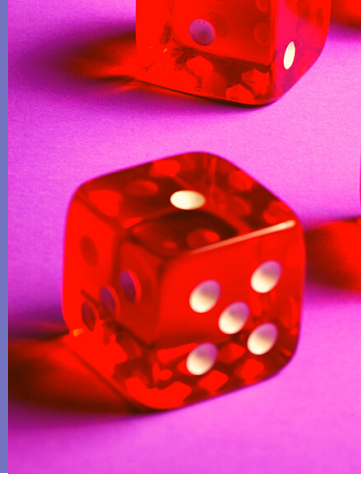


RIGHT-SIZED FOR GOALS?

A call blitz cannot be your only foray into gamification.

The *right* contest to get the job done.

Sales Gamification isn't just fun & games. Once you understand the tablestakes for a successful program, it's important to determine the **right** contests for the initiative, KPI, or goal that you're trying to hit.



THE BLITZ

When to use it: Anytime you need fast, short-term results.

Ex: You're having a slow afternoon, you're close to goal & need to hit the gas.

Metrics & Timing: Typically tracking 1-2 metrics around 1 type of activity (Ex: Dials & Call Connects); They last anywhere from 30 min to a couple of hours. These are short, concentrated blasts of activity.

Prize: Prizes for these can be super inexpensive or, really, you don't need a prize at all. The key, here, is to make the wins as real-time and visible as possible - fast.

THE SPRINT

When to use it: There's a priority or initiative that is changing and you need to introduce or create long-term behavioral changes. As a leader, you need a sustained platform and a communication channel to track and reinforce the change. Ex: Rolling out a new product line or pricing structure.

Metrics & Timing: 1-2 metrics that are core to the priority or initiative. They can be individual or team-based. Ex: New meetings set with new package + call quality metrics from your conversational intelligence tool like Gong or Chorus.

Prize: Prizes should be fun, creative, and don't have to cost anything much. Completing the task & acquiring new skills should be **feel** rewarding (not punitive); A great time to use certification or accolade badges!

THE LONG HAUL

When to use it: Contests that span a quarter or multiple months designed to drive the most important KPIs to the business, break up the daily grind of selling, and keep goals top-of-mind without overwhelming.

Metrics & Timing: Matchups should be changed weekly to pair high & low performers, keep the competitions exciting, and change the metrics you're tracking to better-suit changing needs.

Prize: Typically a big incentive worth a lot to the winner (or winners).

How Highspot uses Ambition while remote.

Learn how the ADR team at Highspot uses Ambition to keep activity metrics consistent (& morale high) in any situation.

THE SITUATION:

Highspot delivers the industry's most advanced **sales enablement tools** to improve marketing effectiveness and increased sales. Headquartered in Seattle, this salestech powerhouse has a legendary sales culture steeped in healthy competition, super-fun contests with **creative prizes**, and high accountability.

CHALLENGE:

At the beginning of 2019, the Highspot team headed home to combat the COVID-19 crisis like everyone else. Overnight, the day-to-day activities of their 100-person Biz Dev team changed. (including Joe McHugh's 10 person ADR team).

Accustomed to trash talking and cheering each other on in person, not only did morale suffer, but visibility into performance (*and baseline attendance*) was a huge concern. How were they going to prove to execs that reps were showing up from home and how were they going to rally the troops for the long haul?

Hunter Days

1-2 times per quarter (typically around company events or typical down-periods like pre-holiday breaks), the entire BD team engages in a series of head-to-head team blitzes over the course of one, intensive 1/2 day.

Check out the setup on the next page:

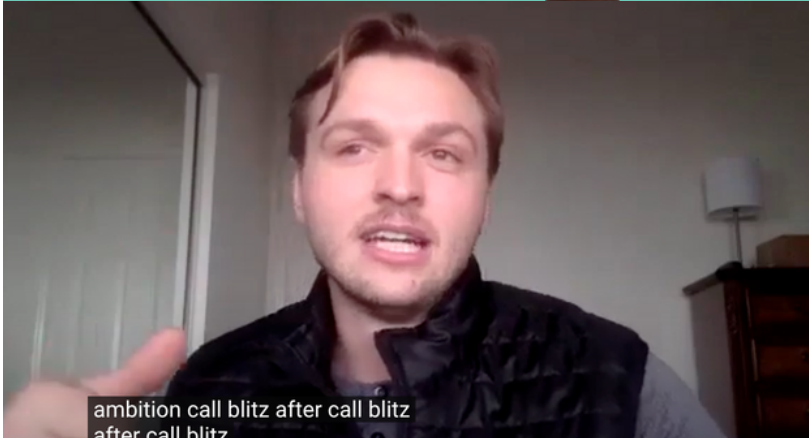
Want to learn how Highspot increased conversions by 43%?

Check out our in-depth case study [HERE](#).

CUSTOMER CASE STUDY

HIGHSPOT





ambition call blitz after call blitz

Joe McHugh, Manager Account Development, Highspot

[AMBITION.COM/SALES-GAMIFICATION](https://ambition.com/sales-gamification)

Hunter Days

The entire 100-person business development org engages in a 1/2 day series of head-to-head team-based blitzes to boost productivity & camaraderie..

The schedule:

(6:30am) - Breakfast (provided for them) and hype session

(7-8am) - Call blitz #1

(8-8:30) - real + prizes and team score updates

(8:30-10) - Call Blitz #2

(10-10:30) - break + prizes and team score updates

(10:30-11:30) - FINAL BLITZ!

(11:30-noon) - Final prizes, MVPs and 1 winning team announced

The scoring:

1 pt - Dial w/No Voicemail

2 pts - Voicemail

10 pts - Call Connect + Conversation

25 pts - Discovery Phone Meeting Set

50 pts - A prospect commits to taking a full Demo.

The prizes:

1 individual winner each round.

1 team winner (8-10 reps) out of all rounds.

The big winner gets a day off or some lump sum of money to use however they want.

"My team won once and we used the money to do an all expenses paid secret santa and all bought each other \$50 gifts." - Joe

The outcome:

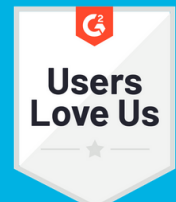
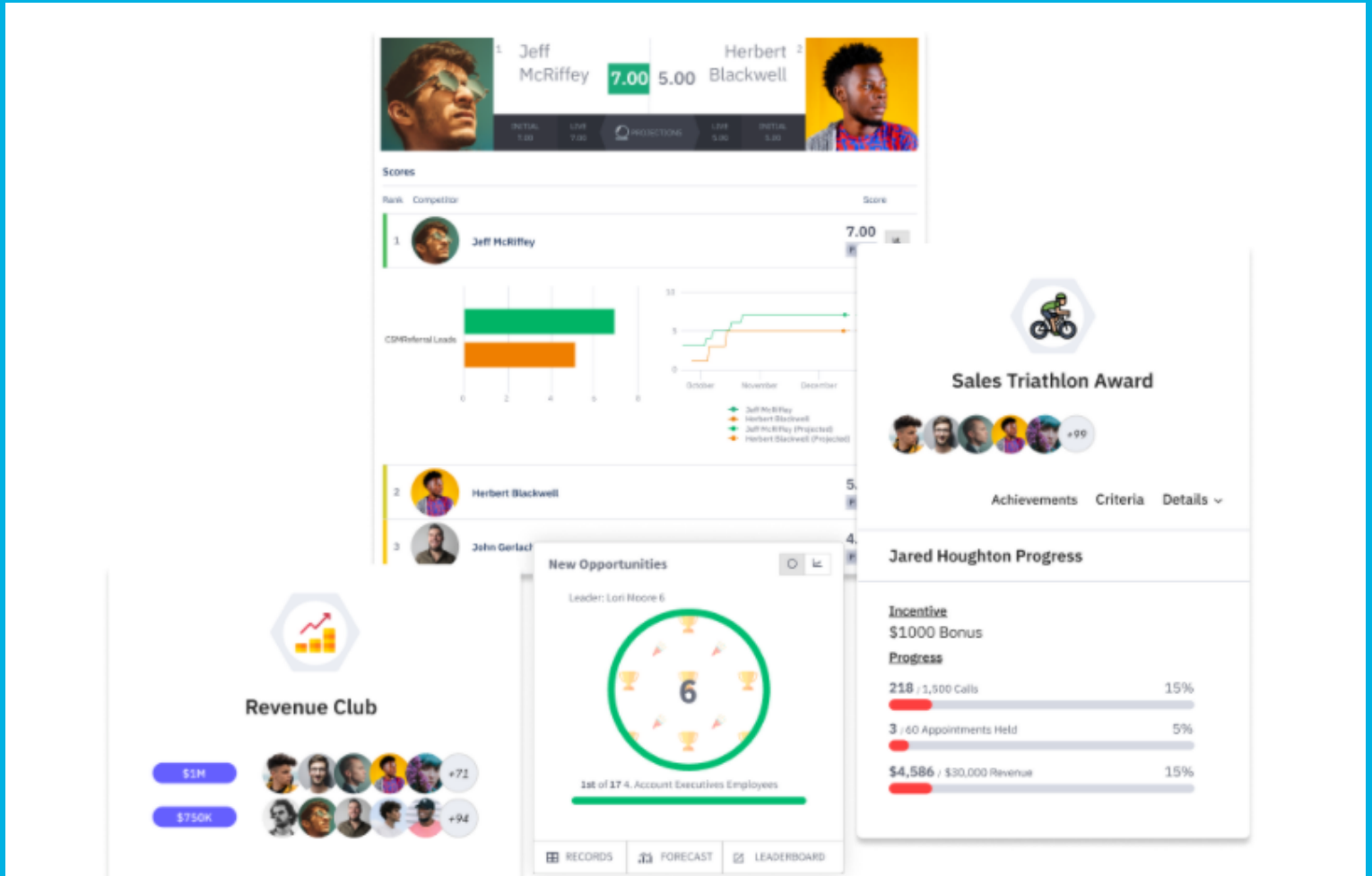
3X Dials Made
Call Connects
Meetings Set

"It's been harder while remote to determine if my team's developing the right skills. By using **Ambition's** gamification, **Highspot's** sales plays, and **Gong's** call recording together: I can sit down with a rep virtually and show them what good looks like."

Joe McHugh, Manager Account Development
Highspot

Ambition Sales Gamification

Ambition is the #1 rated sales gamification software on the market.



Join the winning team.

Learn why over 3,000 sales leaders from brands like **ADP, Atlanta Braves, Xactly, Docusign**, and more trust us keep their entire sales organization on track.

SCHEDULE A DEMO