

COMPLETE GUIDE TO

# **SALES MEETING GAMIFICATION**

Proven Strategies for Creating  
Sales Meetings Your Team Will Love

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Missy Covington  
Dan Yaman



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# WHY WE WROTE THIS GUIDE

We have a lot of admiration for sales people.

They wake up every morning ready to face the challenges of their day, and drive business forward.

It's not an easy job — facing rejection is a daily reality —but without their efforts even the best products would remain on the shelf — unseen and unsold —leaving clients with needs unmet.

When organizations bring their salesforce together it's crucial that these meetings leave every rep equipped with the knowledge, tools, and mindset they need to succeed in the field.

*Unfortunately, sales meetings often fail to achieve this.*

Live Spark has been producing sales events for over 20 years. We know how the sales brain works and how to design events so they have an impact on their attendees.

We've helped hundreds of companies—like **Intel, Toyota, American Express, Honeywell,** and **Microsoft**...just to scratch the surface—re-design their events using gamification.

In doing so, we've discovered the ingredients for sales meeting success through interaction.

This guide will help you capitalize on the opportunity of your sales events and create a successful, impactful meeting or training.

# WHY GAMIFICATION?

Salespeople possess a unique blend of qualities that drive their success.



They are goal-oriented and are always focused on achieving targets & closing deals. Their competitive nature pushes them to excel, while their strong social skills help them build valuable relationships.

**Unfortunately, what makes salespeople great in the field can also make them poor audience members.**

They're not built to sit still, listen passively, or endure endless PowerPoint slides. Forced into this position, by the end of the day, they are itching for a relief from the stress built up during the sessions. Often, this is the cocktail hour.

But when you introduce gamification, it leverages their natural affinity for challenge, competition, and reward.

It transforms routine meetings into dynamic experiences that are both engaging and effective.

When you structure an event so that it plays to the strengths of the sales brain...

- ▶ The audience remains more engaged throughout the event
- ▶ Energy increases through each successive day
- ▶ Content retention increases
- ▶ The audience moves from being passive, unengaged spectators to being active participants



# OUR APPROACH TO GAMIFICATION

Every client we work with has unique goals, audience dynamics, and event structures. As a result our approach is always tailored to meet the specific needs of both the audience and the client's company.

However, there are key components that we consistently incorporate into every event to create an effective, gamified experience. These components are:

## **Branding the Competition**

Develop a unique identity for the competition to ensure the event feels cohesive and memorable.

## **Creating Teams**

Group participants to maximize interaction, engagement, and learning.

## **Structuring the Competition**

Design the rules, scoring systems, and progressions to keep participants motivated and focused.

## **Executing the Game**

Ensure seamless operation and sustained participant engagement.

# BRANDING THE COMPETITION

Branding the gamification within the event makes it an integrated part of the event. It's no longer just a component, it is inseparable from the event and the event's purpose. Not only does this strengthen the impact of the competition, but it creates an *experience* out of an ordinary event.



Most of us are already familiar with the power of branding a competition. Events like the Super Bowl, the World Series, even the Olympics come to mind.

When branding a competition for an event, we consider:

- ▶ Any existing themes within the event
- ▶ Existing company mission statements
- ▶ The content of the event
- ▶ The ultimate outcome of the event.

Here are examples of branded competitions that we've developed for clients:



These are more than just sleek graphics for the sake of visual interest; having a consistent look allows you to easily cue the audience when it's competition time.

### **Think of it like a Pavlovian bell.**

When your audience sees the competition theme slide after a presentation and they have an automatic physical and psychological response; they sit up in their seats, re-engage, and get ready to play.

# CREATING TEAMS

Part of the strength of gamification at a sales meeting is that instead of having one piece of team building (i.e. a golf afternoon, a 2-hour build-a-bike) the entire event becomes team building—and it's concurrent with your content.

Assigning teams becomes a big part of the competition; forging new bonds, strengthening alliances, igniting healthy competition that carries into the field, and more.

Here are our guidelines when creating teams for gamification:

## 1. Divide With Thought.

Dividing teams can be as simple as splitting a room in half or as complicated as pre-assigning people to teams based on their unique characteristics. People may even be able to self-select their teams based on, say, which animal they relate to or the first letter of their last name.

Teams that have no affiliation will often form a bond, while teams that are already associated with a common trait (i.e. region of operation, role in the company) will already have that bond—making the cheering/enthusiasm immediate.

There is no wrong way to divide teams—but each choice serves a different goal. For instance:

- ▶ **Breaking teams into pre-existing regions or territories** strengthens team bonds.

- ▶ **Randomly assigning teams** gives a chance to create new relationships.
- ▶ **Assigning teams cross-functionally**--taking into account different roles--can help with cross-selling and building holistic knowledge.
- ▶ **Assigning teams by experience level** can highlight value in old/new perspectives, while mixing up experience levels can help peers to learn from each other.
- ▶ **Letting teams self-assign** by self-identified personality traits or interests can be revealing of multi-faceted strengths of a sales team.

Think about what might be best for your audience and be mindful of unfair divisions (huge number discrepancies, large gaps in experience level or knowledge across roles, etc.).

## 2. Limit the Number of Teams.

As the number of teams grows, the audience investment in the game declines. It's exciting to be even #3 in a ranking of 3 teams, but being dead-last with 10 teams is a hopeless position.

We generally play game shows with 2-5 teams (our sweet spot being 2-3, depending on the number of people in the audience or how teams are divided) and we would hardly ever recommend more than 5 teams.

Have 12 divisions and want them all to play? Group them together in a way that makes sense. They can be in smaller sub-groups in breakouts, but they're competing for that larger group throughout the competition.

### 3. Seat Teams Together.

Highly controversial: Sometimes when you seat teams together...they cheat. Someone will whisper the correct answer to the other members of their team to get ahead. This is a drawback—but we still recommend seating teams together anyway.

The reason? Increased energy, cheering, and participation.



When the scores rise, a whole section of a room will feel free to raise their arms, stand up, etc. There is peer-pressure to answer questions (and answer them correctly) and it's harder for a team member to get lost in the fray, leading to a better game show experience for all.

Seating teams together also fosters collaboration and allows attendees to foment strategy for team success.

Part and parcel to seating teams together...

### 4. Create a Sense of Team Cohesion

Teams should have their own sense of identity. This starts with a team name. This -can- be something as simple as their region name, but

aligning these names with the branding of the competition helps to increase the sense of occasion.

### **Team names can be:**

- ▶ Self-assigned
  - ▶ Teams can decide before the event what they want to be called—getting the competition going early and building anticipation.
  - ▶ Teams take a moment at the beginning of the event to establish their own identity.
- ▶ Relevant to the event or game theme
- ▶ Nicknames that groups already have (i.e. the Best in the West, Beasts from the East, etc.)



Use visual cues to immediately associate teams. This means assigning team colors and logos which can then be used in a number of ways both in and out of the general session:

- ▶ Team logos add to the competition branding.
- ▶ Team colors can be used to quickly let teams know where they're seated.
- ▶ Colors can also be used to add flair to the competition; pom-poms, shirts, bandanas, caps, accessories and other various implements of high-spiritedness can be color coded.
- ▶ Name badges/ribbons in team colors help team members to quickly find their peers.

## **5. Assign a Team Leader.**

Having a team leader can be a powerful asset in team competition.

It creates a link between the event designer/facilitator and the audience—giving a real-time feedback loop from the field. If a team leader is hearing that there is a consistent issue that is not being addressed, they can liaison with the event or content team and event adjustments can be made on the spot.

But that's not the only reason to have a team leader. They are integral in supporting their team, setting the example for playing all-out, encouraging peer-to-peer interaction, and uplifting the competition.

On a more logistical level, team leaders can be useful as players in a game with a smaller number of participants (representing their team) or in selecting team members for different roles and levels of participation within a given activity.

Leaders can be self-selected or pre-assigned, but should be:

- ▶ Team players
- ▶ Someone in a supervisory role (i.e. the VP of sales for a region)
- ▶ A team member with seniority or advanced experience

# STRUCTURING THE COMPETITION

So you've branded the competition, set your teams, now it's time to explore how the competition is structured throughout the event to maximize audience interaction.

## 1. Earning Points

With any game or competition there is a point or ranking system that lets people know where they stand, what they have to do to increase their standing, and gives consistent opportunity to do so. Points systems set expectations and rules that make the competition make sense—so it's important that these are well defined.

### **When can I earn points?**

You must present opportunities to play throughout the event—giving plenty of opportunities to earn points and also for any struggling teams to remain “in the game” and catch up.

We have audiences earn points:

- ▶ During the general session
- ▶ During breakouts
- ▶ During down-time.

## How can I earn points?

Teams should have a clear idea of how they can earn points both collaboratively and individually. They should also have an idea of the relative scale of points (i.e. simple review rounds can be a consistent way to earn points, but the bulk of their points might come from their contribution to the event in other ways).

## 2. Types of Games/Activities

Another facet of the “how can I earn points” discussion—here are the different games and activities we typically use within the competition structure.

### AllPlay Games

If we are limited to only one kind of competition interaction throughout an event—or are very limited by time—AllPlay games are the glue that sustain the energy of the event.

These are short bursts of multiple-choice question game rounds where everyone plays along, but results are aggregated by team. The level of individual participation is high, but the game is not individualistic.

To conduct this, you can use polling software that allows participants to respond to questions in real-time using their smartphones or tablets. The questions can be designed as multiple-choice, true/false, or even short-answer formats, depending on the session’s content. There are numerous web-based solutions available to facilitate this, and some conference applications also support this type of activity.

To create and execute AllPlay games, we use a software program called **Gameshow Pro** published by LearningWare (which happens to be a subsidiary of Live Spark).



These game rounds can take place before, during, or after a presentation, but are particularly useful in generating a burst of energy and reinforcing information.

## Large Format Games

Large format games are an event-within-an-event; a longer game or game show that serves as an overall encapsulation of content or a more in-depth review.

What does this look like? It depends. When we develop gamification for sales meetings, a lot of our game formats are dependent on the client's content.

Following are some examples.

## The Dating Game:



Our client wanted the audience to practice role-playing—specifically dealing with objections and competitive comparisons.

So we designed a “Dating Game” where a representative from each team (the contestants) had to respond to questions from the bachelor/ette (a prospective client—played by the CEO/ Sales VP/Department Head). Their goal was to win the business of the client by demonstrating their best-practice role play answers.

## Company-opoly:



Our client had multiple departments giving breakout presentations throughout the event week. They wanted a way to

encapsulate and review ALL the information in a fun game event.

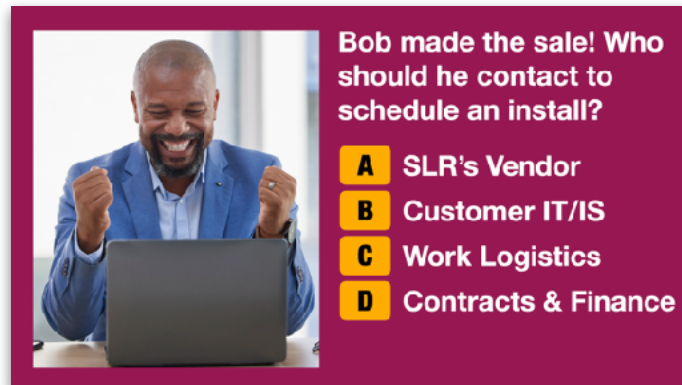
Using the different departments as different property categories...Monopoly came to mind. As team representatives rolled the dice for their teams (and participated in specific challenges for themselves on "Chance" or "Community Chest" spots), their teams also played along by answering questions for each property square in the department.

### Where in The World Is...:



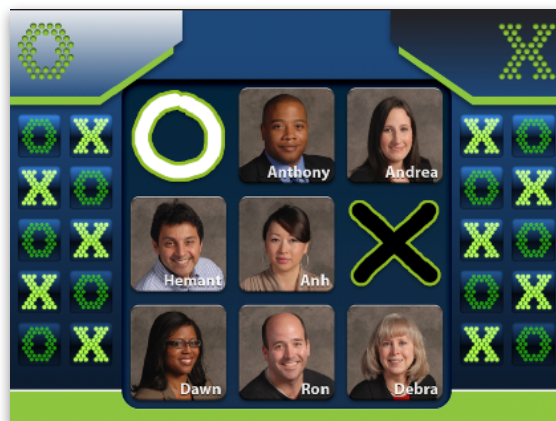
Our travel-business client wanted their sales reps to be able to sell the value of different properties and locations. So we sent their sales VPs around the world (virtually), and at each location they gave feature/benefit clues. The audience then had to guess where they were, or answer questions about the specific location.

## A Day in the Life



Our client wanted their salespeople to practice with a new sales process to increase global selling and cross-selling across silos. This meant that sales individuals would have to develop new habits in their daily life. After covering the content—what the process was, who was in charge of what, etc., we needed a way to show how this all came together in their daily lives. Thus: A Day in the Life was born. The audience was able to walk through a day in the sales life and make decisions based on what their next steps should be in the sales process—all in a humorous, highly entertaining game format.

## Executive Squares



Our client wanted to showcase their executive team and help their audience to know best-practice answers to common product questions. We created a Hollywood Squares game—giving the executives a chance to shine—and the audience playing along had to decide whether their responses were best-practice or not. This allowed executives to show some personality, to practice bluffing (or giving just-slightly-wrong answers) and to shine with their own wisdom and experience.

### Invent & Present



Our client wanted to practice sales skills and also have their audience highlight the features and benefits of their product. We also wanted to give the sales people a chance to sit with the information, and to manipulate it in a different, right-brained way utilizing information in a non-standard, creative way—from teaching it back to using it in another application—gives an understanding of the material on a much deeper level.

Teams were given assignments and they had to develop products that would help them in their sales life, make a

prototype model, pitch the product as a team, and receive judgement. The assignments were very abstract (i.e., develop a sales tool that would make your clients say yes to you every single time) and had wildly creative results (i.e., a selling-hat that you'd put on that would make you the most persuasive sales person in the world).

These are only a few examples of game show productions we've designed for sales meetings. Other examples could include TV-style game shows based on Jeopardy, Family Feud, \$20,000 Pyramid, Who Wants to be a Millionaire, American Idol, Shark Tank, and more.

The large format game is always driven by and fits the content objective.

Large format games may involve every individual on a team, but they are just as likely to have only a component of individual participation, or to feature a team representative. Whether or not they're directly playing, the whole audience is invested in the result and the entertaining formats capture their attention while serving the ultimate content reinforcement goal.

Large format games can also be used AS breakout sessions as a highly entertaining presentation format that also furthers the competition.

### **3. Knowledge Bucks**

One of the most powerful tools in a sales meeting competition structure is: The Knowledge Buck. These are essentially play-monies (with a company logo, sales VP, CEO on them) that are used to sustain the competition in ways that lie outside traditional gamification formats.

Knowledge Bucks are handed out to individuals or a team. This means that even when teams are broken up across the event (i.e. different



breakout topics/rooms) each individual can still be contributing to their overall team score.

Knowledge Bucks can be used spontaneously—and are a quick-hit to encourage participation and keep the game going. For instance, a participant may earn a Knowledge Bucks for asking a really good question to a panelist on stage, by answering a spontaneous question in a workshop, or by being an active participant in a demonstration.

Bucks are used to reinforce the behaviors you want at the event.

- ▶ If you want active participation—reward it, and you’ll get more active participation.
- ▶ If you want teams to return to their seats on time after breaks—reward it, and it will only take one team missing out on a buck distribution one time for everyone to be on time from there on out.
- ▶ If you want cheering and energy—reward it, and you’ll get it. (I.e. teams can earn \$200 knowledge bucks for cheering the loudest.)
- ▶ If you want your audience contributing to the event...you get the idea....reward it!

This point is especially powerful in reinforcing the culture you want to promote throughout the event. If individuals and teams are

contributing to the greater good of the meeting they could have an opportunity to earn a lot of Knowledge Bucks.

This doesn't have to be precisely defined—you can leave it up to teams to imagine what they can do. We once had a team use flipchart paper and plaster the room with the key points of the event and inspirational quotes. We've had other teams start off the mornings leading their peers in a cheer.

Ideas for distributing Knowledge Bucks:

- ▶ Circulate members of the training team during breaks to ask random audience members questions for bucks.
- ▶ Sponsors/vendors can have bucks to distribute every time an audience member asks them a good question or engages with them.
- ▶ Workshop leaders can have bucks to reward sharing, best answers, role-play participation, and more.
- ▶ Guest speakers can have bucks to encourage meaningful participation.
- ▶ The emcee/host can have bucks for spontaneous interaction and to reward smaller competition elements.
- ▶ Bucks can be awarded after group discussions and reflections to the team who shares the most or best insights.

Knowledge bucks are also a way that teams who are behind in points ALWAYS have a way to catch up outside of the set game structures.

Throughout the meeting, teams put their Knowledge Bucks in boxes at an easy-to-access, pre-designated location (we usually put them on tables at the back of the event ballroom). Bucks are frequently tallied and contribute to the running total for the overall competition.

## 4. Large Projects

Not all gamification has to take place within the event (as we've explained with Knowledge Bucks aiding in competition outside of the general session), and not all gamification has to be a singular point of competition—one round and done, next round and done, etc.

Large projects give teams a chance to really think and manipulate what they've learned in new ways. The Invent and Present large format game is, in a way, an example of a large project; teams are given an assignment, they have to work on it both inside the event at given times and outside the event, and this culminates in a final presentation.

Some examples of large projects we've done:

- ▶ **Man on the Street:** Teams are given parameters and their goal is to go outside the event and collect video/interviews from people not associated with the company. This can help them connect to the purpose of their product, sharpens their skills in getting into rapport, and allows for great team strategizing and collaboration. As a bonus—sometimes (depending on video releases, etc.) this footage can be used internally later for other projects.
- ▶ **Closing Project:** Teams are tasked with gathering their experiences throughout the event and presenting them in a final way. This can be a video, a skit, etc. This is a way for teams to prove to themselves how much they've learned, to summarize the points that are most important to them, and to exercise their creative skills.
- ▶ **Invent and Present:** We described invent and present in our large format games, but instead of giving teams one big chunk to work on their project, they can be given the assignment and have to work on it outside the general session, or be given short bursts of time to work on the project within the event—not necessarily in one big chunk.

- ▶ **Team Cheers:** We often task teams with coming up with a team cheer or skit that embodies their team spirit, encapsulates what they've learned, reflects on a particular aspect of the event, etc. We often leave the parameters loose so teams can show maximum creativity. We've had teams do coordinated raps, lead the whole audience in cheers every morning, perform skits teaching back content as parodies of the hosts, etc.

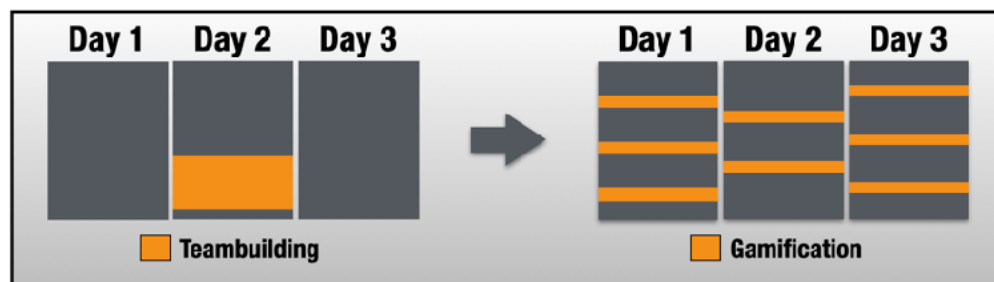
## 5. When to Play

This might be the simplest answer we give to clients. When do we gamify the event?

All the time!

Many companies will set aside several hours — usually on the afternoon of the second day — for a “team-building” event.

We recommend a different approach: Create a structure which will allow for brief periods of fun, interactive competition throughout the event.

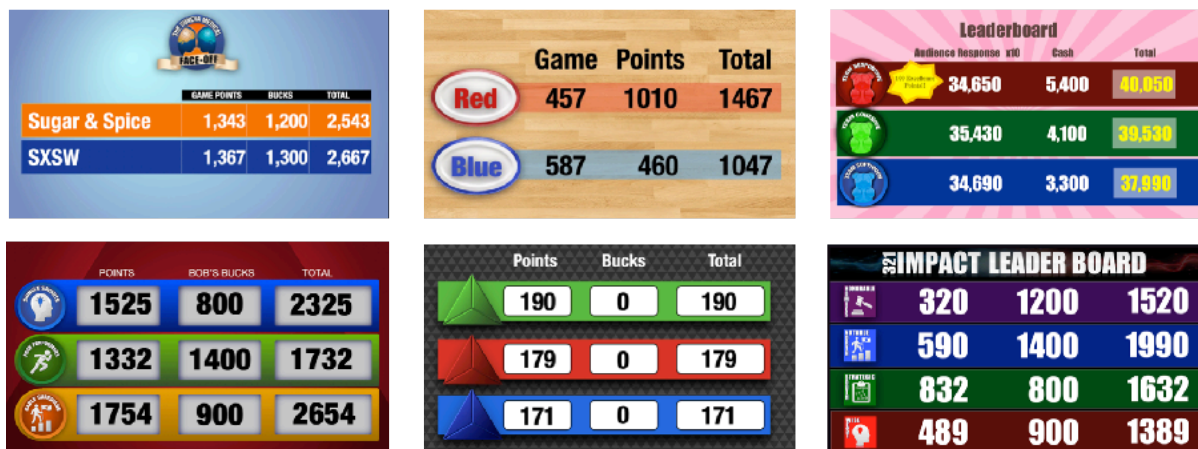


A competition isn't just a one-and-done element of the event – it happens continually to reinforce what was just discussed in a previous presentation, to prime the audience for learning information in the next presentation, to review at the end of the day, to kick off the day bringing a thread of content in from the previous day, etc.

The idea is to have a constant flow of energy and engagement with some more substantial elements/moments as well.

### 3. Using a Leaderboard

We track the trajectory of the competition between teams on a team leaderboard. Here is an example of what a leaderboard could look like, based on the competition theme and the competitive elements of any given sales meeting:



The leaderboard is used to stoke the fires of competition, to let teams know where they're at, and to give them an opportunity to cheer for themselves at various points during the event.

**We do NOT treat a leaderboard like a stock-ticker**—it isn't always available to teams and we only reveal it at certain points during the event. We do this for several reasons:

- ▶ Game points and "bucks" are treated as a separate scoring event. This way, even if your team is behind overall, you can still win an individual game round.
- ▶ This allows for tallying of elements at intervals.

- ▶ It removes exclusive focus on the leaderboard (and the ability to ignore as it becomes part of the background) and allows for tally surprises and suspense.
- ▶ Revealing the leaderboard is a point of energy generation during the event.

## 5. What about Prizes?

If you're playing to win—what are you winning? Let's talk about prizes.

Most sales organizations have audience members who, let's face it, could buy that iPad prize for themselves if they wanted it or needed it. So how do you give them a prize that has significance to them—that they want—and NOT make the prize so large that it consumes the competition?

If a prize is really big or valuable it can increase scrutiny of every element of the game. If a winning team is going to get a cruise package, then every single point, question, score, answer, etc., is going to be under a microscope. This makes the competition more about the minutia of winning than the actual content and being present within the event.

**So: Don't overestimate the importance of a prize; sales people want to compete to win.**

Quite often we don't reveal the prizes for the winning team until the very end of the event—and no one ever asks "what do we win?" As cheesy as it sounds, the pride of winning is a prize in and of itself.

However, it can be fun to give something away. Here are some examples of effective prizes we've used and seen:

- ▶ **A traveling trophy or cup:** Much like college sports, have a trophy that resides at the region of victory that year. Playing

for the cup can become a year-over-year tradition and a point of pride.

- ▶ **Company swag:** Company-branded blankets, polos, cups, etc. are a welcomed addition to a sales person's personal toolkit.
- ▶ **Company points:** Many of our clients have reward point systems in place for their sales team, and the prize for the winning team can be a bonus in the existing point system.
- ▶ **Raffle prizes:** A prize can be valuable, but only a few people on the winning team can win. I.e. Everyone on the winning team is entered into a drawing for the final prize/s.
- ▶ **No prizes:** We'll often "give away" the bottles of shampoo and conditioner in the audience members' hotel rooms. They're already there waiting for the winning team, in fact, for their convenience.

# EXECUTING THE GAME

Your competition is all set, you have a plan and parameters in place... what's left is the execution. Here are a few things to keep in mind to make your competition run smoothly throughout your sales meeting.

## 1. Have a Strong Opening

It's critical to set the gamification up for success with a strong opening. The competition becomes a framework of the event, and it should, therefore, be introduced almost right away at the event. (Before the CEO gives his address, before the marketing team, etc.)

We often dedicate at least 10 minutes (but up to 30) simply to setting up the event.

Having a dedicated introduction to the competition allows you to introduce it with fanfare and set appropriate expectations.

- ▶ **Emphasize that this event isn't going to be like previous events.** If you've set the room for the competition, this should already be evident to the audience, and the curiosity and excitement should already be building.
- ▶ **Point out that because this isn't going to be business as usual, participants can't sit back as usual; get their commitment to play full out.** The company has made an effort to give them an amazingly engaging event where they will learn more than before, get what they need to be successful, and have a lot of fun—so reciprocal effort is expected.

- ▶ **Introduce the game.** Reveal the game logo with fanfare, explain the rules and the elements of the game that they can expect over the next day/several days. You don't have to get into every gamification component that you'll be playing, but you should roughly outline what types of things they'll be doing for points (i.e. AllPlay games that go throughout, large format games, Knowledge Bucks).
- ▶ **Introduce the teams and team leaders.** This is the first time you can encourage and give permission to audience members to get rowdy—to cheer and play full-out. When each team is introduced, ask for cheers/noise. If they're timid, you can ask until they get there...and then reward the team with the most enthusiasm with Knowledge Bucks right away.
- ▶ **Give some points.** You may have already awarded teams with Bucks for their enthusiasm, but this is a good time to kick off a game round as well. Get everyone oriented to how a game is going to run throughout the event, give them all a chance to play along, and put some initial scores on the board. Since this game round often comes before any event content, we'll use this to kick off with enthusiasm, featuring company trivia, personnel fun facts, location trivia, general pop culture questions, etc.

## 2. Hosting the Game

The game host is the glue that holds the competition—and the event—together. While we have had different game hosts/emcees at different points during the event (i.e. a presenter asking questions within their own presentation doesn't necessarily need the game show host to come back up), it's helpful to have a consistent face of the game to cue people into "now it's time to play".

A good game show host can be a huge asset to a gamification experience—while a poor game show host can provide an experience that's lacking. The good news is that hosting is a fairly simple task with a few basic things to keep in mind.

## **Enthusiasm**

The host gives the audience permission to cheer, get into the game, unleash their inner competitor, etc. The enthusiasm of the host in the beginning sets the tone of the game.

The continued enthusiasm throughout the game keeps the audience engaged and the game show feeling fresh. Remaining enthusiastic until the end of the game helps the audience to feel like there are real stakes.

## **Keeping teams "in it"**

Teams that are behind aren't out of the running—and it's the host's job to remind them of that. A host in a standard game show should be encouraging—not demeaning—and supportive of all teams and contestants.

Getting the teams to cheer before EACH game round also re-focuses and gets them back into the game.

## **Rehearsal**

A host MUST rehearse! All the way through any game elements, if possible. This eliminates the possibility for a not-so-great surprise on a larger scale (i.e. a question has multiple correct answers if you really look at it this way...and the audience is ready to debate that point), and gets the host very familiar with the flow of the competition.

In our experience, whenever a game show element at an event isn't as smoothly executed as it could be, a lack of rehearsal is often the culprit.

### 3. Ending the Competition

Start strong and end strong. Having a final game/challenge to build suspense and cap off the event can leave attendees on an emotional high.

We will typically hold off showing the leaderboard for the last few rounds, game events, or half-day to give teams less of an idea of where they stand leading into the final game round or event.

Some things we do for final games:

- ▶ **Raise the stakes:** Double, triple, quadruple the point value (point values can and should also be raised incrementally throughout the event).
- ▶ **Make it a culmination of knowledge:** A final game can encapsulate learning from the entirety of the event, showing attendees all they've learned and allowing them to demonstrate it back.
- ▶ **Final project:** Often times a final game event will be a project that we've assigned at the beginning of the event that teams have been working on throughout the event. The final gamification element is then presenting and judging the final team projects.

After the final game event there is a need to tally final points and create a final scoreboard. While the teams are in suspense and waiting, this is a great time for the event leader (sales VP, CEO, etc.) to give final closing statements on the event. If that isn't the vibe, then it's a good time to reveal and describe prizes (if one decides to give away prizes).

## 4. Follow-Up After the Event

Competition and gamification at a sales meeting fulfills several elements of the learning cycle:

- ▶ **Preparation:** Gamification before a presentation can introduce content, pique curiosity, and illuminate learning gaps.
- ▶ **Presentation:** Using game elements to present and enhance content creates an interesting and engaging environment for content retention.
- ▶ **Practice:** This might be the most obvious way that gamification fulfills learning. Game shows provide everything from basic fact review, to getting to play and practice with material. Whether questions are fast and simple or you're doing in-depth role-play competition, gamification is a solid practice tool.

**But what about performance?** This usually takes place out in the real-world where you see how your event is having an impact on what the sales force is actually doing day-to-day.

Keeping the competition going after the event is a good way to gauge ongoing performance and retention.

- ▶ Have a virtual event review several weeks post-event
- ▶ Carry the gamification into everyday training, or even regional check-ins
- ▶ Utilize the year-over-year competition (like the traveling trophy) to keep the competition going long after the event is over (and prime attendees for the next year).

# IN CONCLUSION

Sales people are good at what they do because of—not in spite of—their need for engagement, energy, competition and connection. With the sales audience one cannot conduct a corporate meeting “as usual” and expect success. The sales event needs to play on the strengths of the sales brain to produce amazing results at the event and after the event is over—and that includes incorporating gamification THROUGHOUT an event.

## **ABOUT LIVE SPARK.**

At Live Spark, we turn sales meetings into experiences your team will love. Our approach ensures that your sales people will connect with the content, stay energized and leave ready to drive results.

It's not just another meeting; it's a game-changing experience that delivers real ROI.

Ready to transform your next sales meeting, product launch or training? Reach Dan Yaman at [dan@live-spark.com](mailto:dan@live-spark.com) or set up an appointment with him [here](#).

Interested in creating games for your training or event? Check out Gameshow Pro at [www.learningware.com](http://www.learningware.com)

Or go [here](#) to download the book **“I’ll Take Learning for 500: Using Game Shows to Engage, Motivate and Train”**

# ABOUT THE AUTHORS

## Missy Covington



Missy is the Creative Director at Live Spark, and has worked in event design & production for over 21 years. She is the co-author of “I’ll Take Learning for 500: Using Game Shows to Engage, Motivate & Train”—published by Wiley.

She is also an expert in training game design, video parodies, and executing an event while wearing T-rex hands.

## Dan Yaman



Dan is the Founder and President of Live Spark and sister company LearningWare. He has been producing events for a lot longer than Missy, because he’s quite a bit older.

When he first started doing events they had to design their game experiences in the snow, walking up hill both ways. Things have gotten considerably better since then.

He co-authored the book “I’ll Take Learning for 500: Using Game Shows to Engage, Motivate & Train”—published by Wiley.

## **I'll Take Learning for 500: Using Game Shows to Engage, Motivate & Train**

We've been talking about gamification in events before "gamification" was a term being thrown around. Training industry best-seller, "I'll Take Learning for 500..." is a useful read if you want to design your gamification for maximum training impact. Sure, Jeopardy! is fun, but how would you modify it to make it an ultimate LEARNING tool, too?



**Find answers to that question and more by downloading a FREE copy of the book [here](#).**

Then give us a call or send us an email if you want to pick our brains—because creating games that make a difference in events and training is our passion.