

SALESSCREEN FOR FINANCE



www.salescreen.com

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INTRO

In this eBook we will explore some of the major challenges that the finance and banking industry face today. Our goal is to give an overview of the 4 major challenges and illustrate how to solve them with gamification and sales leaderboards.

Chapter 1



How Gamification is Impacting the Finance Industry



More than 80% of employees feel that gamification makes them more productive, more engaged and happier at work.”

INTRO

The [finance industry](#) is one of the most competitive industries on the planet. Responsible for the flow of cash and assets, it's the beating heart of any economy. The clear link between the strength of the financial system and a country's total economic growth means that when the work is stressful, it's really stressful.

No wonder it can be challenging, frustrating, and even thankless for those working on the front lines. Bombarded with rules, regulations and new technologies, it is an ever shifting landscape of winners and losers.



Our entire organization has become much more results driven than before and there's more focus on entering data and tracking numbers in a good way.”

– Kenneth Våge, Bank Manager, Private Market, Sandnes Sparebank

Like with many other industries, the amount of activities completed on key goals is a direct indicator of business success. That's why driving performance on the right KPIs in a fun way can make all the difference in the working environment.

Sales performance management tools such as gamification have led to a constant positive increase in goal attainment rates, workplace motivation, company culture and retention for many of the world's leading financial services organizations.

Here are some of the major benefits of implementing gamification elements into your finance organization...

Goal setting and attainment

One of the key features of gamification is goal setting and monitoring. Employees and managers can easily set goals and provide a clearer path to hitting targets. When people have tangible objectives—and the ability to visualize their progress—they are much more likely to succeed in reaching them.

In an industry with so many KPIs, knowing what to focus on and when is essential. Gamification makes it easy for managers to guide employees towards goal attainment in a fun and engaging way. In addition, managers can choose to incentivize completion of key tasks and/or milestones reached, thus giving employees added motivation to stay on track and accomplish their goals.



“ Celebrating has become more of a thing for us with SalesScreen. When a YouTube celebration video comes on there are high fives.”

Improving customer relations

Another benefit of implementing sales gamification into your business is higher employee engagement. [Studies](#) show that **game-based motivation tactics increases engagement by 48%**.

And when employees are more engaged, they are also more inclined to help their customers and provide top quality service—which is paramount in the financial services industry.

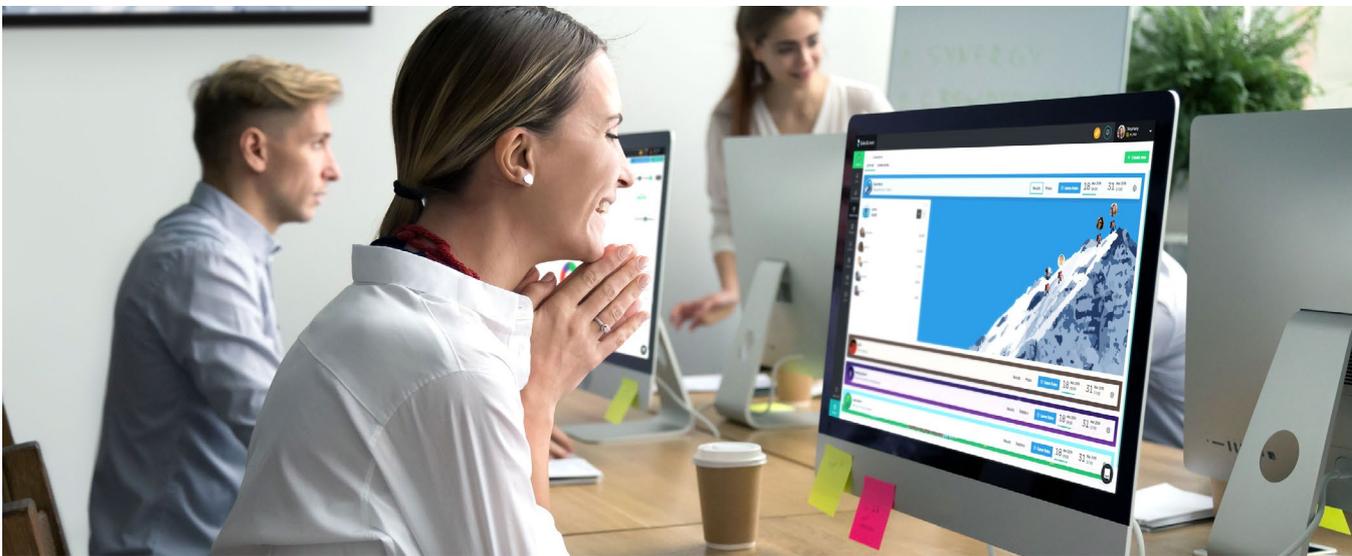


Sales processes are more personalized...there is recognition where there was not recognition before.”

Connecting offices across locations

Bringing the teams together can be a major challenge for companies with separated locations. However, celebrating together in real-time has never been easier. TV screen updates and personalized celebrations help to connect people across locations, so that everyone knows what's going on and is on the same page. This cultivates a positive office and inter-office culture that results in happier employees and better performance.

“90% of employees are more productive when they use gamification.”

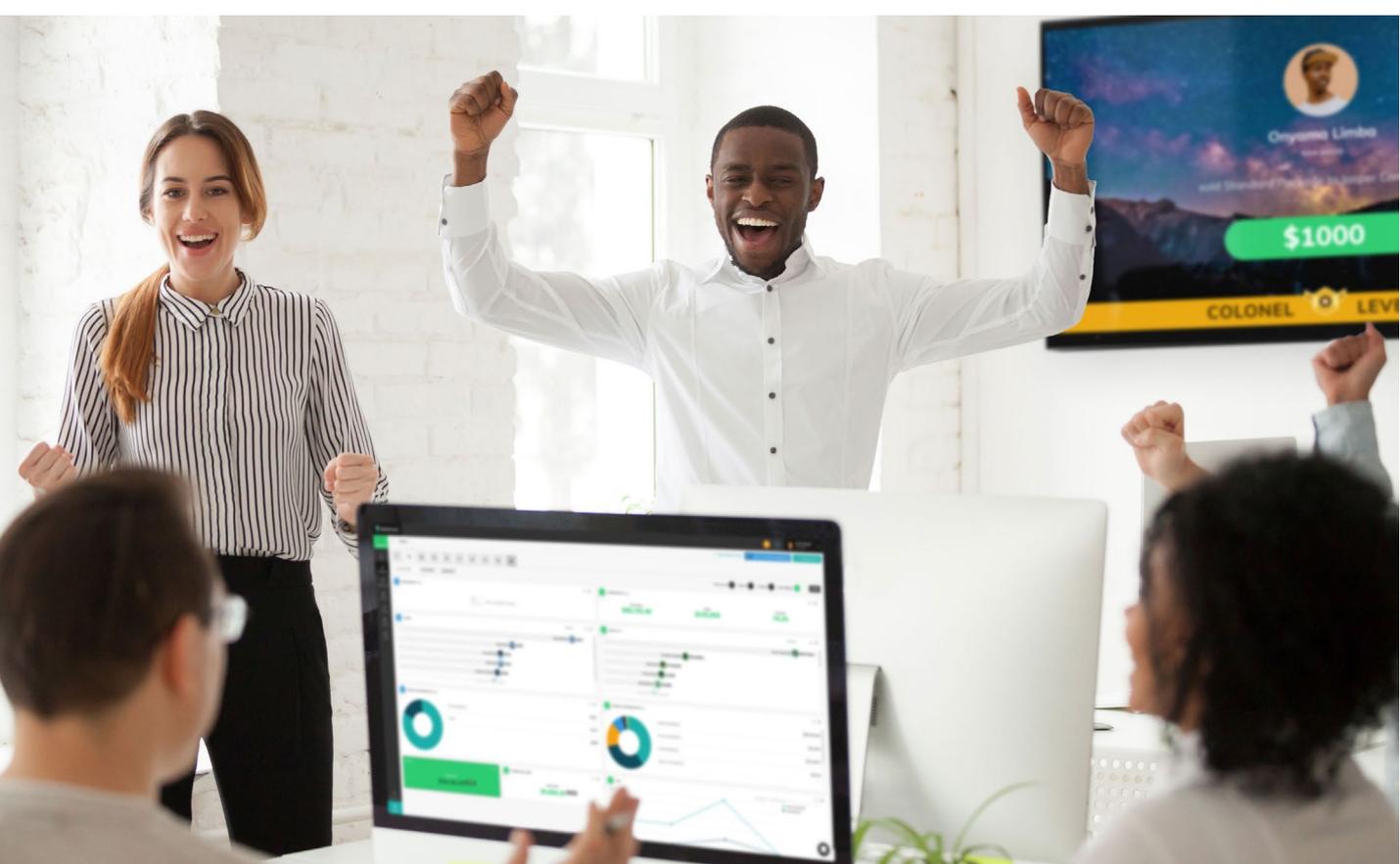


Running more effective competitions

Gamification leverages people's natural tendencies for competition, achievement and collaboration. Setting up and running effective sales competitions is easier, faster and most importantly the effectiveness of your competitions is measured automatically and displayed in simple graphs.

Spice up the sales floor with a little friendly competition. To make things even more interesting, up the stakes by adding some prizes that people actually want to win. For starters, check out this list of [101 Meaningful Employee Rewards](#).

Additionally, contests are non-linear, so the same few people don't always win—giving middle and lesser performers a motivation boost.



Chapter 2



Solving Finance Pain Points with Sales Gamification

INTRO

We recently chatted about sales gamification with one of our clients, [Sandnes Sparebank](#)—a medium-sized savings bank that focuses on loans, savings and insurance services. The company has 130 employees and a portfolio of approximately USD \$2.4 Billion.

Since starting with us in 2017, Sandnes Sparebank has noticed:

- 2018 was the best year ever in insurance sales
- 133% increase in new customers for their private sales department
- Leads from customer service to the insurance sales team over-performed by 150%
- Downloads of their mobile banking app achieved 200% of their app download target (a key metric for their customer service team)
- More than 2/3 of the team members state that registering results in SalesScreen is one of their top motivational points during the workday

Before SalesScreen, these were the 4 major pain points that Sandnes Sparebank was experiencing...

Problem: Employees using outdated tools

Solution: Modernize your sales teams with digital leaderboards and real-time feedback and results

One of the most important things for Sandnes Sparebank was replacing their white boards with a digital sales tool that was flexible and could provide updates in real-time.

We wanted a more visible and results-driven tool to keep track of sales. We wanted to go from old school to new school and put a more positive driven focus on sales where employees can cheer on each other.

With SalesScreen you are able to make results visible to everyone with slides, leaderboards, likes, comments and you can adjust how many people are showing on the lists—whether it's the top 3 or 5 or the entire company.

Problem: Not enough visibility or recognition

Solution: Use TV screens to draw attention to achievements and important company information

By using TV screen celebrations throughout the office, Sandnes Sparebank was able to create company-wide interest in their sales process, with colleagues cheering them on towards new milestones and even making friendly bets on when they would hit their next targets. Not only was there more transparency about all company goings-on, but an increased sense of excitement and motivation to see what's going to pop-up on screen next.

We had other bank divisions who are not SalesScreen users coming in last year and actually watching our TV screens and making bets on “when will they reach \$100M USD in new loans?”

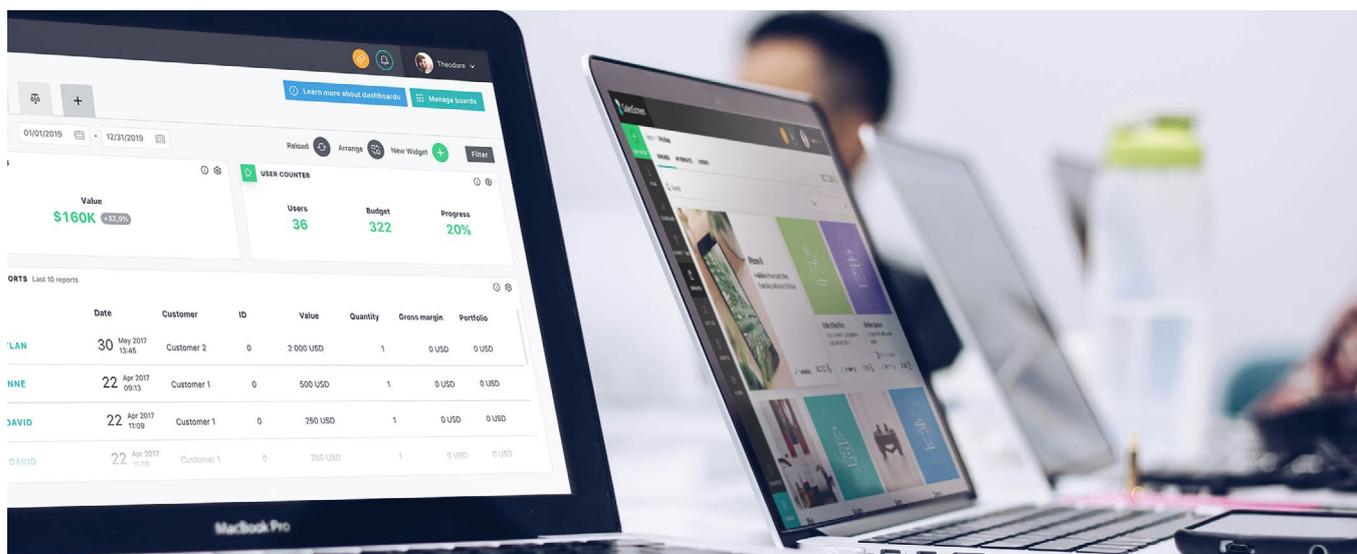
Before, the other divisions never had any understanding or interest in what we were doing... and now they're betting wine or lunch on when we hit new milestones. It's really funny!

Problem: Lack of focus on the right metrics

Solution: Drive behavior on key activities with competitions

KPIs are great, but what's the point if you are measuring unimportant metrics, or your employees are not focusing on the right activities? Customizable competitions are an effective and fun way to drive behavior where it matters, and help everyone to surpass their goals along the way.

SalesScreen allows us to easily focus on new campaigns or different targets throughout the year with competitions, slides, countdowns and other features.



Problem: Little awareness from management

Solution: Create a better overview of data with customizable dashboards

Without proper awareness and real-time data visualization, it can be difficult for management to provide guidance, feedback and encouragement to their teams.

Dashboards give managers (and employees) a clear picture of company, team and individual data that they can then utilize to compare results, predict outcomes and ultimately improve sales performance.

“ The tool makes it easy for the upper management team to track, monitor and involve themselves in the sales process.”

Chapter 3



Why SalesScreen Is an Effective Sales Management Tool for Finance

INTRO

In our earlier blogs, we addressed how sales gamification is impacting the finance industry and solving pain points with sales gamification.

Now, we wanted to provide a bit more insight into how our solution can help your organization exceed your sales goals, by digging a little deeper into some of the key concepts mentioned earlier.



We'll explain briefly why data is key and how to get the most out of real-time insights. We'll explain how we help you celebrate key milestones. We'll discuss why digital leaderboards, fed by real-time data, are outpacing traditional whiteboards and driving better performance. And we'll explain how we use specialized sales contests to ensure that you're driving activity on the goals that matter most while at the same time keeping them fun by implementing randomness and chance.

Data visualization

In order for data to be valuable, it needs to be easy to visualize and understand for everyone. You need to be able to draw connections between your operations and the results of that work to fully understand how to better your organization. If you are using outdated resources, it will be nearly impossible to do this due to the nature of today's fast-paced information stream. To be successful, you need to see live information and make data-driven decisions.

Data visualization allows you to do make necessary adjustments quickly because you can see how your active operations drive change rather than waiting on the reports to come in. SalesScreen allows you to combine that real-time data with insight to finally understand WHY sales are lagging—for example, maybe another call center started running a big promotion or your sales reps are spending too much time trying to turn a “no” into a “yes”, and you may want to design a strategy to tackle these new challenges as quickly as possible.

In SalesScreen, you can create dashboards of your most important data, stream KPI information to TVs, use leaderboards to show top performers and always ensure you are staying updated with push notifications and mobile data on our app for iOS and Android. The more you can make your data intuitive and transparent, the easier it is for your teams to crush their targets.

Celebrations

When everyone is busy at work, achievements that deserve a celebration can easily be overlooked, leaving employees feeling unappreciated and disengaged. Pop-ups on TV screens are a fun way to recognize accomplishments and celebrate milestones together.

With SalesScreen, celebrations (along with a personal soundtrack) are broadcast in real-time on TV screens across your offices, allowing the whole team to work as one—and people to be properly acknowledged for a job well done. The customization aspect of SalesScreen celebrations makes it more than just a standard recognition program and adds priceless value for employees. If you want to blast *“All I Do is Win”* when you make a big sale, go for it!

In addition, you can pop champagne, land a rocket on the moon or cash out on the slot machine as just a few of the ways SalesScreen celebrates your biggest notifications. While all of your sales reports will show on TV, some deserve a little extra recognition. [Milestone Event celebrations](#) are SalesScreen’s way of providing that extra congratulations for the completion of key sales tasks. In addition, they come with customizable badges that will be added to user profiles, letting everyone earn bragging rights and show off their collection.

For some added fun, you can even celebrate with a YouTube video of your choice. Check out our [monthly top 5](#) for some inspiration.

Leaderboards

There's good reason why you see leaderboards in everything from sports to education to business—they're fun, easy to interpret information from and they inspire higher performance.

BENEFITS:

- ✓ Greater motivation
- ✓ Increased transparency
- ✓ Higher employee engagement
- ✓ Better grasp on key metrics



People are naturally competitive, so seeing where they rank in comparison to their co-workers and peers is an effective motivational tool to inspire personal and professional improvement.

SalesScreen lets you decide how you want to visualize your data and what leaderboards to highlight on dashboards and screens. For example, maybe you want a leaderboard showing top sales for your reps and another showing the best performing team. Depending on [what's most important to your organization](#), you can adjust leaderboards and visualization accordingly.

We put our own unique twist on leaderboards and let you display what you want, how you want with a nearly endless list of slides and customizations to choose from—one of our most popular features with our customers.

Competitions

Running competitions is a fun way to increase activity, performance and ultimately profits. It's a great way to give incentives and make daily work tasks more exciting and engaging for agents.

And you don't have to have huge prizes in order to motivate your salespeople; they simply enjoy the thrill of the chase and the [recognition from performing](#). **Individual competitions are a great way to drive behavior on a desired goal and team competitions are a great way to boost collaboration, coaching and team spirit.**

As we all know, competitions aren't much fun if the same people are always winning. So, we implement randomness and chance into many of our [sales contest modules](#) in order to spice things up a bit.

For example, rather than always rewarding the person who sells the most, you can issue lottery tickets based on percentage of value sold, and then hold a random drawing at your Friday meeting. Or, you can "roll the dice" to double or triple your report score. You can even have time-based competitions where the person who hold the trophy the longest is the winner. No matter what your goals, we have tons of way to ensure that you are motivating not just the top 10%, but the entire sales department.

SalesScreen offers a variety of customizable competition templates that are sure to keep things interesting for your staff. When creating a new competition, here are some best practices to follow.

- Track a variety of metrics
- Offer different prizes
- Run individual and team competitions
- Themes!
- Get employee feedback

In addition to competitions, in SalesScreen you can challenge your colleagues 1-on-1 with battle mode. You can choose the type of activity that you want to compete on, which product (or all), set a goal and quickly send the invite on both web and mobile app.

Raise the stakes as much as you want and see who buys lunch or beer on Friday. Create any bet you want, or none at all.

How you use this fun social feature is completely up to you. But be warned, when the competition ends, the winner and loser will be broadcast on TV's all across your offices (if you choose)!

For some contest inspiration, check out this [blog](#).

SUMMARY

SalesScreen is a powerful sales tool to help you drive performance on key metrics. We want to help you build stronger culture, happier teams and more productive workplaces. Gamification is a brilliant way to make dull and boring everyday tasks, such as data entry or cold calling, a whole lot more fun.

As a result, you'll have more [motivated employees](#), lower turnover, more celebrations and happier customers.

To learn more, [schedule a demo](#) today!