

# GO FROM PAIN POINTS TO ON POINT IN 2022

4 of your most  
common challenges,  
solved



**2022 IS A BLANK SLATE, AND AFTER 2021  
WE COULD USE ONE.**

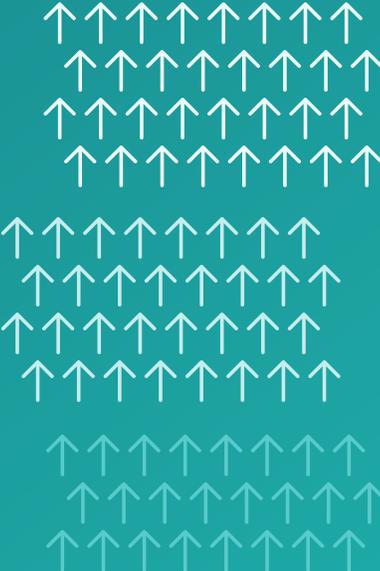
# **NEW YEAR, NEW YOU.**





The past two years have brought about amazing changes to the working world—remote work, widespread adoption of new technology and software, and a shift in power toward employees who no longer want to labor under the status quo.

These changes require sales managers to find new solutions to common problems. In the following guide, we'll address your most common pain points and help you find new ways to treat them.





## THE PAIN POINT

# BUILDING CULTURE IN A REMOTE WORK WORLD

Maintaining employee morale and building a great culture are concerns for all companies, but now that employees expect remote work and work-from-home flexibility, the usual tricks for creating excitement and developing a strong culture no longer fit. In fact, a recent Gallup survey reported that about 75% of remote workers said their employers will allow them to continue working from home, at least in part.



## THE TREATMENT

# REFOCUS ON PRACTICES, NOT PERKS

### 1 Show respect.

There are many ways to show your respect for employees, but the most crucial are clear communication and transparency. Transparency and communication build trust between the company and its employees, engendering respect, boosting morale and making it more likely that you will see results from your teams faster and with less oversight. Treat your employees like adults by communicating clearly and honestly while giving them the guidance they need to perform at the top of their game.

### 2 Recognize everyone, especially supporting roles.

Recognizing your employees for their work is deeply important, especially in large companies where those in highly visible roles get the glory, and those in support roles are often overlooked. Celebrating the work of your employees, even in small ways, goes a long way toward building respect between you and your team, but it also shows other people in the company how well your employees are doing. This helps employees feel valued and assures them that their work is meaningful, which has been a top-cited reason for so many recent resignations. By recognizing employees across the team and company, you give them the confidence they need to continue to grow and move ahead.

### 3 Help employees grow.

No one wants to feel like they are in a dead-end job. When employees stall, they are more likely to quit for a job that either elevates or challenges them. Growth doesn't always mean career progression. For many employees, growth can come through new professional assignments, such as presenting their ideas in front of a group or attempting a new project. Giving your employees the chance to try something new—and succeed—will motivate them to reach farther the next time.

Ultimately, they'll be grateful for the opportunity, feel stronger loyalty toward the company, produce more, and stay longer.

### Measure their progress

When teams use SalesScreen, presale activities like emailing and demos increase by 43%, and sales rise by 35%.





## THE PAIN POINT

# KEEPING TRACK OF KPIS IN REAL-TIME

Visualizing your data, KPIs and even competition stats are crucial to setting your sales teams up for success, and yet many revenue organizations struggle with exactly that. Managers get bogged down pulling clunky reports that, by the time they communicate them to their team, are already out of date. More importantly, sales people can't hit their goals if they don't know what those goals are.

Further, managers can't develop, implement, and optimize their strategies if they don't know where they stand in real-time. In some industries sales organizations only get feedback twice a year, because gathering data, analyzing it, and communicating it back to the teams takes months of work. Leading CRMs can be overwhelming, filled with data that we don't really understand and sometimes can't access, which discourages managers from using them.

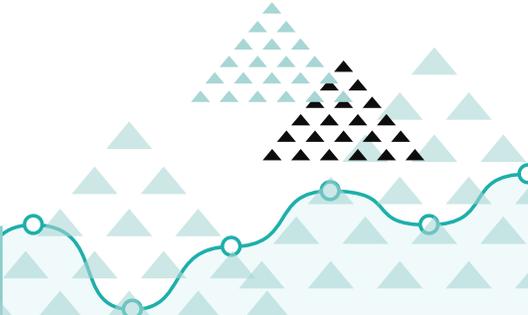
This becomes a nightmare when managers run the competitions that push their teams to the finish line. If team members can't see how they compare to their peers, how can they know who is in the lead and how they can get ahead? Without access to real-time numbers, communication and transparency are undermined and, as a result, so are morale and performance.



## THE TREATMENT

# SELF-CARE THROUGH EASY READING

Digital information sharing doesn't have to be onerous. Ditch dreaded spreadsheets and mind-numbing slide presentations for software that displays your team's most important information in an easy-to-read, customizable dashboard. You'll get information faster and know how individual sellers are performing so you can call out successes, uncover weaknesses and coach more effectively.



## THE 'HUMP DAY' BUMP

Wednesdays are the best days to start competitions. Compared with other weekdays, competitions launched on Wednesdays are 15% more successful.

Power up!

89% of employees say gamification makes them more productive.



## THE PAIN POINT

# BOOSTING PRODUCTIVITY AND PERFORMANCE



Sales leaders have always used competitions to boost productivity and increase performance, but most aren't running competitions as often—or as creatively—as they could. The problem? Setting up, running, and keeping teams updated on the progress of the competition is incredibly time consuming. That discourages managers from running competitions regularly, or mixing it up as often as they should.

Too often, managers run competitions at the start of a quarter to juice numbers, but momentum soon wanes. Sellers get bored, rewards don't come fast enough, and the difficulty of tracking KPIs makes it hard to celebrate milestones regularly. To keep sellers motivated, managers should be stringing together four or five mini-competitions—a one-day winner-take-all-blitz, a collective goal that asks sellers to pull together to earn a team reward, a bracket-style, multi-region tournament.

## THE TREATMENT



# PUT IT ON AUTOPILOT

Enlist automation to help you mix it up without starting from scratch every time. Templeted contests, easy set up, and a dashboard that displays KPIs allow managers to boost productivity with a wider variety of regular contests, while giving them back the time they need to focus on coaching team members, devise new strategies and answer big picture questions.





## THE PAIN POINT

# TRAINING, COACHING, AND ADOPTION

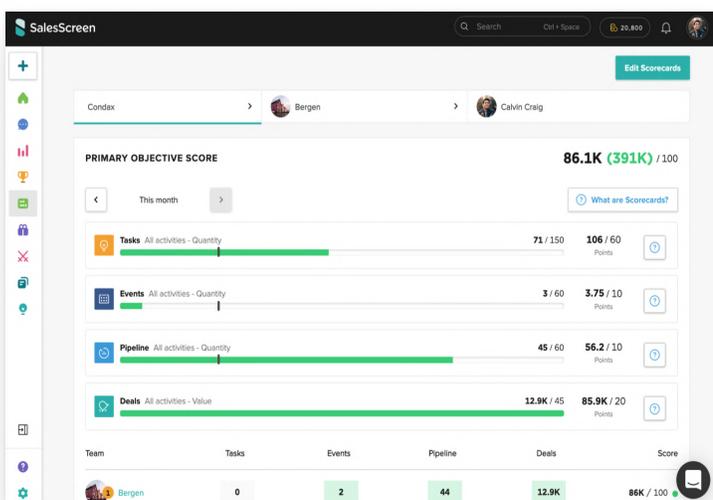
Easily one of the more common challenges sales managers face is getting their team to adopt new processes, materials, and methodologies, or to put in the time they need to understand new features and products. Common excuses like poor communication and insufficient education are hard to counter, especially when the goal is to sell, not log training time.

We've all heard the usual excuses: things weren't communicated well enough, we didn't get enough training, I missed that email. But in a profession where there isn't much oversight and hitting your numbers seems like proof that your sellers are performing, it's easy to overlook the fact that half your team hasn't completed the required training or aren't sticking to new processes.

Still, when new processes aren't followed, managers and leaders are held accountable. After all, when training lags, support teams like marketing, product marketing, and sales enablement are forced to field questions from uninformed sellers. That undermines morale among those teams, which spend hours crafting product marketing and sales enablement materials.

## THE TREATMENT

# INCLUDE TRAINING STATS ON SCORECARDS



To circumvent this pain point, managers must have the time to coach sellers on every aspect of their job performance, not just sales. Scorecards should include sales-related metrics like calls made, emails sent, demos performed, and deals closed. But when you include stats that measure new process benchmarks or hours trained, you'll have a complete look at your players' individual performance. Finding time to gather KPIs and talk 1:1 with sellers can be tough, but when managers have figures at their fingertips, it's easier to spot problems and find solutions.

# GAMIFICATION TO THE RESCUE

So now that we've gone through some of the hurdles that sales leaders regularly face, how do we alleviate these pain points in 2022? One word: Gamification.

Gamification, or the practice of adding game-like elements to non-gaming environments to improve engagement and performance. Over the past ten years, we've seen how Gamification has increased sales teams' morale, motivation, productivity, and most importantly, overall revenue. Gamification can be competitive, as in a contest for salespeople, or collaborative, like a software developers' hackathon.

Gamification works because it taps into primal instincts that motivate hard work and builds habits. To start, most games recognize incremental progress with status bar updates, badges, and prizes.

Those shiny objects light up our brains and flood our senses with the feel-good chemicals like dopamine and serotonin that we begin to crave. And, while external motivators get the wheels turning, the intrinsic motivation to exceed your personal best, demonstrate mastery, and build self-esteem keeps us coming back for more.

Most importantly, the more incentives people earn and the more satisfaction they feel, the more likely they are to continue playing – even if it's difficult. Powerful psychological and physiological motivators reinforce and build positive habits.

Employers have always known how powerful gamification can be. Now, in the digital era, we are seeing them tap into that to motivate employees and improve performance with overwhelming success. With gamification pulling on powerful psychological motivators and working across generational lines, from Boomers to Millennials to Gen Z, it's a no-brainer.





# HOW SALESSCREEN HELPED USHA BRING EMPLOYEE RECOGNITION TO THE BIG SCREEN

Michael Gibson, Divisional Sales Leader



**Michael Gibson heads USHEALTH Advisors' North Texas offices, where he leads about 50 agents. We spoke with Michael to hear how SalesScreen has helped increase productivity through competition and recognition while keeping their culture fun and energetic.**

## **Tell us a bit about yourself and your business and what first got you excited about SalesScreen.**

I've been in the business for 17 years so I've been part of a lot of sales organizations and I am always looking for better strategies to make my system cleaner, more efficient, more comprehensive, more competitive, and with better recognition for sellers. Sales training is usually only done at big events like sales kick off where they do this big elaborate show that makes you feel really special, because you're being brought up and praised in front of your peers. With SalesScreen you get that same experience on an individual, localized level. People want recognition more than anything else, especially in sales. Being able to have an office-wide celebration on TV screens is kind of like being on the JumboTron.

## **Definitely! Recognition for the work sellers do daily is so important to avoid burnout. Before SalesScreen, was it difficult to recognize individual efforts?**

It was one of my two biggest pain points. The first was making sure the team felt appreciated. It's one thing to tell someone they are doing a good job one on one, but I want to celebrate it in front of the entire team. That company-wide recognition is key to getting people excited about doing their job.

The second pain point is accountability. Tracking accountability KPIs is extremely hard, or monotonous, or time-consuming. I was spending three to six hours a day, trying to manually calculate things. Now I can just look at a screen and see all my dashboards and numbers right there. So it makes me a lot more efficient as a leader. Conversely, if people are not doing what they need to be doing, it's a lot easier to have those conversations with sales associates. We can get to the issue a lot faster and course correct when we need to.



### Did you know gamification could be a valuable management tool or was SalesScreen your first introduction to it?

I've been in sales a long time, but I've never used technology for gamification. This is the first time I've found a platform that I enjoyed and was clean enough to use. I just had to plug and play. And it's a user-friendly experience for everybody. A lot of these other systems are clunky and there's no animation, there are no graphics and it's just numbers on a screen, which is not very fun.

We've always had sales competitions and PowerPoint slideshows but it's never been an interactive system, it's never been live, where I can see my number beat you in the same 30 seconds of doing that activity. The real-time aspect on the screens in the office makes it fun and interactive. We joke and banter with one another so the sellers and agents can have fun with it.

### Has SalesScreen improved your culture?

I didn't think that my culture could be better, no one has ever complained and people enjoy coming to work. But when we implemented SalesScreen it was like adding a new ingredient to an old recipe. I didn't even know that flavor existed. Now, when people come in, especially when I'm hiring recruits, they walk into our office and are excited by all the TV screens and the environment that SalesScreen creates.

### Do you think SalesScreen has helped in your employee retention?

Yes. There are three reasons why people leave their jobs: culture, leadership and management, and compensation. Culture will always supersede income. SalesScreen is a leadership tool, because it gives praise when I can't. And it creates an environment and a culture where everybody wants to cheer each other on. And when you're part of it, it's like being part of a championship team.

**"SalesScreen creates an environment where everyone wants to cheer each other on. And when you're part of it, it's like being part of a championship team."**

### I would love to know what feature you find to be the most valuable for you as a sales leader and manager.

The Scorecard is number one. Without a doubt, it is a great accountability tool. The other one would have to be the TV screens, it lets me display the information that I need to promote to my agents daily, and it's just fun to watch all them light up with celebrations and it gets everyone excited.

**"SalesScreen is an amazing tool, I highly recommend it. In fact, I tell every single person about it if they're in a sales organization."**

### What features are the team's favorites?

The Feed. They love the socialization. They're always commenting on each other's posts and there are gifs everywhere, which is pretty awesome.

### Have you seen any improvements to your ROI since implementing SalesScreen?

I'd say activity has gone up at least 30% to 50%. Some people's activity has gone up 100%, mainly because they're just getting it done. And as a result, sales are up 20%. Now that everyone sees what they are or aren't doing, it's like "okay, I can't hide this anymore." So, yes, the system has increased our numbers on all levels—retention, sales, participation, activity and engagement.

### After having SalesScreen, what do you think work would be like without it?

I would go call my boss and tell him to fix it. It's like the electricity is out - you don't care why it's out, you just want it fixed. SalesScreen has become so integrated with our culture, I couldn't take it away if I tried.





**SalesScreen**

[www.salescreen.com](http://www.salescreen.com)