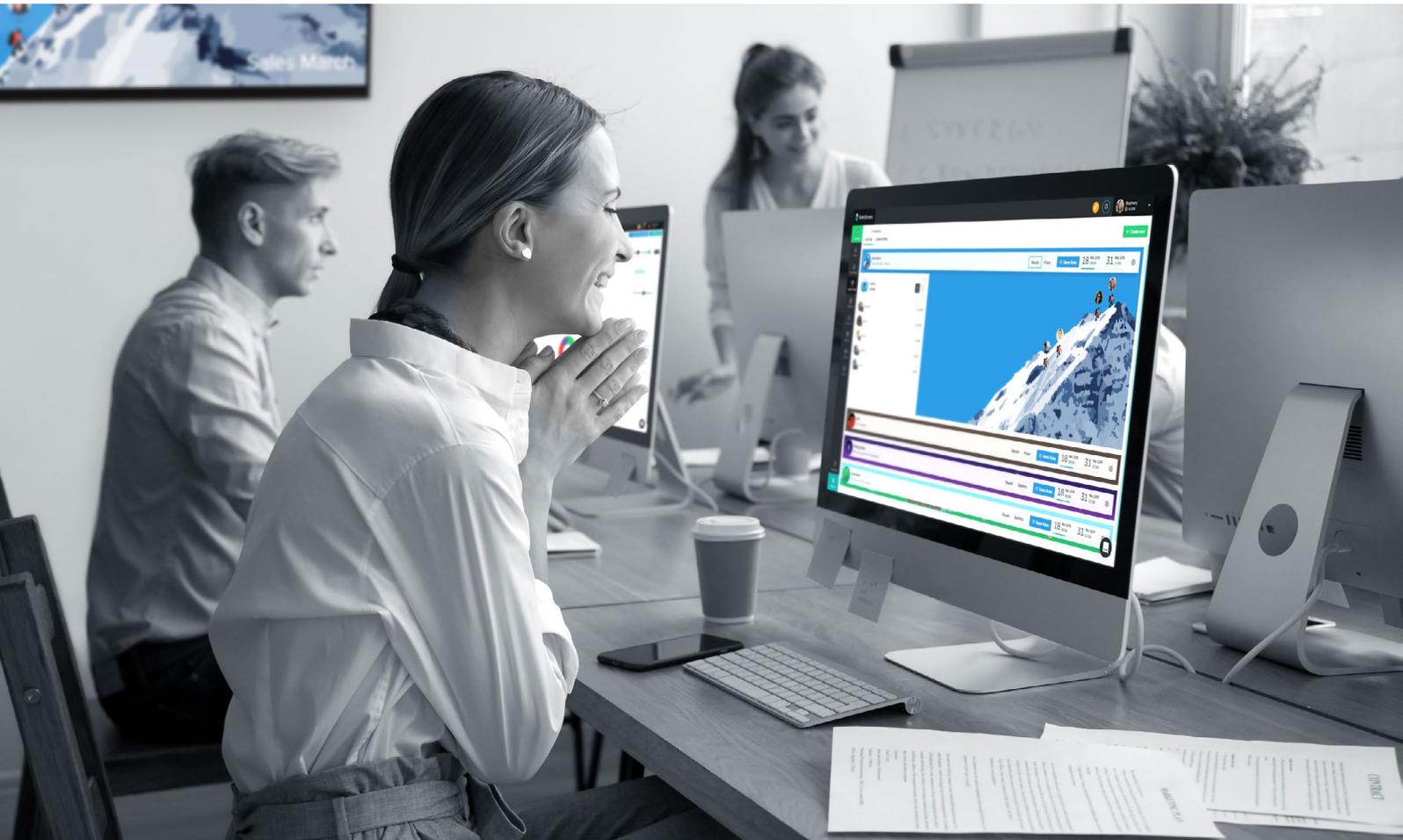# How Gamification Works

Gamification is a great tool to bring fun, engagement and motivation into your offices. It can be incredibly effective at boosting cohesion, performance and company culture. It is a brilliant resource to bring together your rockstars, core performers and rookies alike through competitions, leaderboards and other recognition. You can easily track performance on key metrics and build incredible momentum to keep driving forward.

But first, you need a strategy.

1. Define business objectives

How many calls or emails should each rep be doing?

How many meetings do you need to book?

How many offers should be sent?

What value needs to be reached to achieve revenue targets?
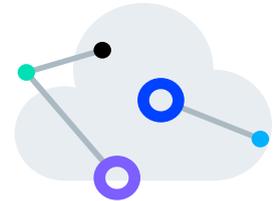
What # of sales?

2. Set measurable KPIs

Once you know your goals, set benchmarks to measure success.

Ensure that KPIs are realistic and have a clear timeline.

What needs to be achieved to meet business objectives?

3. Connect systems

How will data be collected and performance tracked?

Will you integrate with your CRM, dialer data or other system?

Will users enter updates manually into SalesScreen?

4. Determine game elements

Should you create a competition? Team or individual?

Should you celebrate with Milestone Events?

Should you use leaderboards to track results?

5. Set rewards for achievements

How many XP should be awarded for these tasks?

What badges can be unlocked?

What awards, prizes or incentives are meaningful to your players?

How many salespeople will receive awards or prizes and when?

6. Begin gameplay

Once targets are set and game is ready, launch!

Keep everyone involved by making it social and fun.

Post status updates and show real-time results on TV.

7. Track progress

Coach and provide advice to your players so they can learn.

Use the data insights to improve performance.

Make it a collaborative effort.

8. Use the data to provide feedback

Measure trends to show performance over time.

Adapt your sales process accordingly.

Once you begin to understand what works best, use results for feedback.

9. Adjust, refine, play again!

Learn how to structure your goals and rewards so that improvements continue.

Change up teams, targets, challenges, etc

Keep it interesting and fun!

Build cohesion, teamwork and company culture with a fun work environment.

10. Surpass your goals

" Never stop at **good enough** when you can be **great."**

SalesScreen

www.salesscreen.com