



Get 'Em In The Game

6 Team-Building Sales
Competitions in 2021.

 SalesScreen



Up for a
challenge?



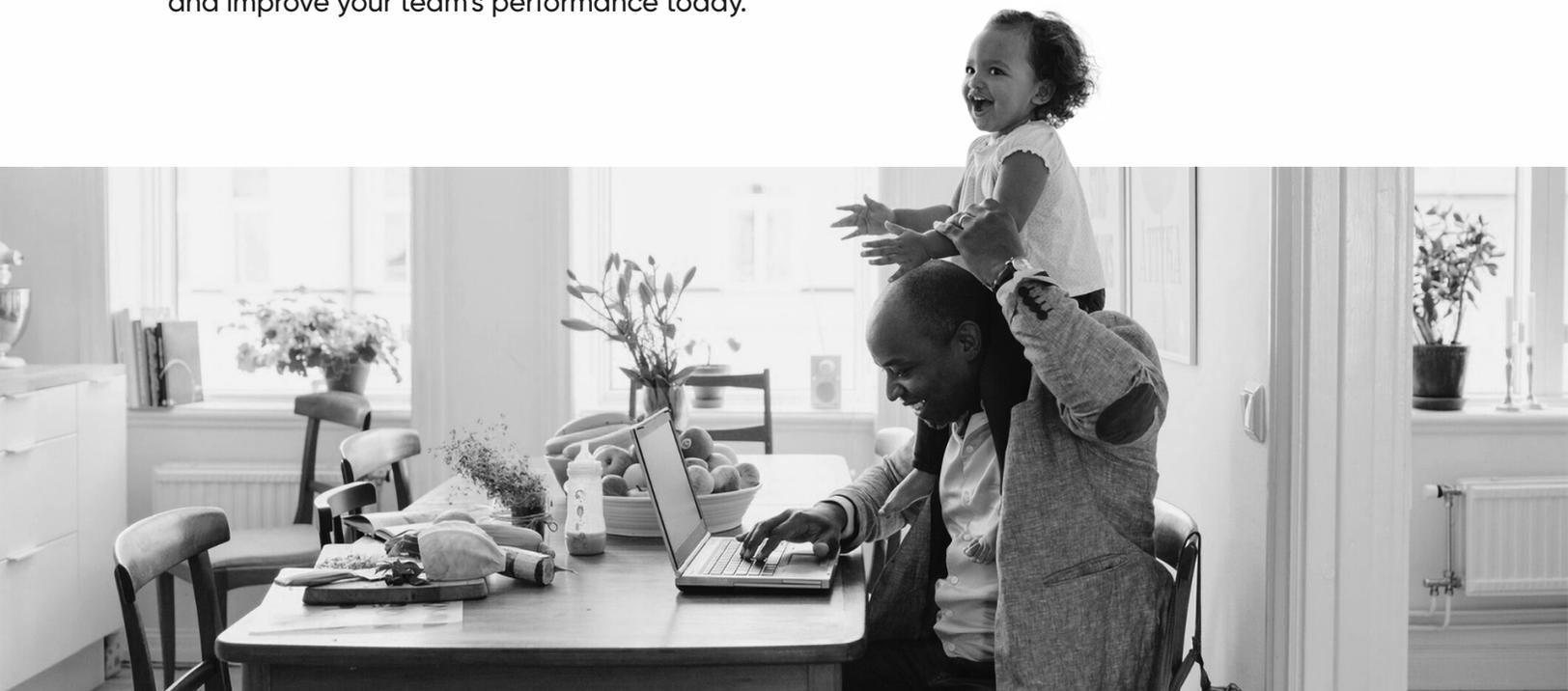


Keeping sellers engaged is a difficult job under peak conditions. 2020 was far from “peak.” When COVID-19 shuttered offices last year, sales managers scrambled for ways to keep their teams motivated while they waited for a return to normalcy.

We're still waiting.

For sales managers, in particular, this new normal requires a new playbook. The old SPIFs and platforms—Zoom, Slack, email—that got teams through 2020 just won't cut it in the long run. To keep teams fired up from afar, they'll need tactics that tap into their reps' social and competitive natures.

The playbook that follows is based on our clients' most common challenges and the tactics that help meet them. We know what works because since 2011, the SalesScreen platform has raised accountability and productivity for in-person teams, distributed, and remote teams by gamifying everything from big money sales to everyday tasks. Run these plays and improve your team's performance today.



The challenge

Motivate reps working from home.

Remote work has real benefits, like no commute and flexible working hours. That's probably why experts see it as the future of white-collar employment. By 2025, 36.2 million Americans will work remotely, an 87% increase from pre-pandemic levels, according to a recent study by Upwork.

But the double-edged sword is sharper for sellers, natural extroverts who thrive in social environments and rely on team dynamics to push them forward. Without their coworkers to encourage them, a sales rep's energy, focus and productivity can wane. After all, it's hard to feel like you're part of a winning team when you're tapping out emails alone. In your basement. With your cat.

The play:

Set a collective goal.

To jolt sellers out of their Netflix-induced stupor and get them playing as a team, consider asking them to climb the mountain together. Pull focus back toward the team by setting a collective goal with multiple targets, then reward the team when every member reaches each level. The premise is simple: the team might earn a paid lunch if they send 25 calls each, a paid dinner for two if they each make 50 calls, and a bottle of champagne at 100 calls each.

Pro tip:

Set your team up for success by starting on a Tuesday.

TUESDAY COMPETITIONS PERFORMED
▲ 25% HIGHER Than competitions run on Mondays.



Why it works:

Peer pressure works.

When managers deploy a traditional SPIF, it's up to them to motivate every one of their sellers. But when every seller has to participate in order for the team to share in a reward, managers can rely on their more enthusiastic reps to bring the others on board. Just like in school, peer pressure is a powerful force.





The challenge

Fill the pipeline.

Managers like to set contests that reward signed contracts. But setting that long goal puts too much outside of reps' control. Their success depends on responsive decision makers, a quick turnaround from legal, and more.

Creating opportunity, not closing sales, is a rep's first goal. Long before a client puts (digital) ink to paper, sellers should be out there hunting on LinkedIn, reaching out and pitching prospects. Those are all tasks they can perform without waiting for a client's green light.



The play:

Look down the funnel.

To motivate your team to build pipeline, launch a 24-hour, head-to-head blitz contest that rewards down-funnel activity. Reward sellers for sheer volume or assign points for every hurdle cleared: 1 point for sending an email, 2 points for making a call, 5 points for booking a meeting, and 10 points for executing a demo. The most productive seller takes the prize.

Why it works:

They have control.

What gets measured gets done. When you reward people for actions that are directly in their control, they are more motivated to bang those tasks out. We know, because when our clients launch these contests, we see on average a 70% increase in outbound activities fueling top-of-funnel pipeline, including emails and calls.

Pro tip:

Limit contest windows for best results.

ONE-DAY BLITZES PRODUCE AVERAGE + 53% INCREASE In sales team activity.





The challenge

Maintain momentum.

We see it every month, and every quarter. Managers kick off a new competition on day one, when sellers bolt out of the gate like a racehorse at The Kentucky Derby. But no one can sustain that pace for four weeks. Instead, teams settle into a low hum of activity for most of the month. Sure, they'll pick up once the finish line is in view—we've seen as much in the data. But managers still miss out on two weeks of opportunity.

The play:

Mix it up.

To keep sellers on their toes, string together a series of four or five shorter competitions that use different formats and reward different tasks. Try starting your week with a one-day, winner-take-all blitz to amp up activity. Then, mix it up with a variety of contest formats in one-, two- and three-day sprints that reward different KPIs. And mix up the prizes. Everyone likes cash, but a Seamless gift card or some shiny new tech offers a more personal dopamine hit.

Why it works:

Shiny new objectives.

Variety is the spice of life, especially now. When managers launch the kind of same contests back to back, they soon lose their novelty. Mixing it up holds sellers' attention and provides a refreshing change from our pandemic work routines.



The challenge

Engage middle performers.

In every individual sport worldwide, the first place winner takes the top prize. But second-, third-, and sometimes fourth-place and fifthplace winners are rewarded too. That's where sales contests often fail.

Superstar sellers already get beaucoup commissions and the lion's share of the attention. When they dominate early in head-to-head contests, the rest of the team is apt to throw up their hands and opt out. After all, in a contest of giants, where is the reward for the utility player?

The play:

Reward

Keep players competitive with a teardrop reward system that hands out bigger prizes for your top three performers, but offers something for those who sit in the top ten. Material prizes matter here, of course, but managers can also get creative by handing out custom badges for endurance, surprise performance and 11th hour results. And, of course, the encouragement of peers through celebratory GIFs and other real-time messages builds esteem and team cohesion.

Why it works:

They need a carrot.

Competitive psychology explains two types of motivation. Top sellers, by and large, are motivated from within. Middle performers, however, are more likely to benefit from "extrinsic motivation," external rewards like prizes and cash bonuses that spark shortterm performance. Putting those rewards within reach makes them more potent motivators. And when middle performers achieve, it builds social capital among teammates and gives managers the chance to point out what they did well.



The challenge

Unite a global sales team.

Pandemic or no, top sales managers still struggle to create team cohesion among sellers scattered across the country or the world. These sellers have never met, and unless they're chosen to attend an annual company conference, they never will. Sure, they could chat via Slack when necessary, but time zone differences make that difficult and email updates are a real snoozefest.

The play:

Manufacture rivalry.

To get sellers in every office engaged, launch a sports-style tournament that pits each office against a rival until a top dog is decided, brackets style. The KPI could be simply sales, in which your top dog offices (New York and Los Angeles, for example) might dominate easily. Or, you could make it interesting, giving points for outreach volume or demos performed. However you structure the volume, set real-time push notifications to let teams know if they're up or down, and encourage celebrations and friendly "trash talk" by exchanging GIFs and badges.

Why it works:

Everyone loves an underdog.

You've heard of March Madness? The FIFA World Cup? The Olympics? This kind of competition is best deployed parallel to national and international sporting events in a way that takes hold of the cultural conversation. And once a team is bumped out, other offices are likely to root on their favorites or nurse their grievances. Heck, no one wants the Yankees to win again.

The challenge

Motivate a diverse sales force.

Inclusion and diversity is a priority among today's hiring managers. Companies want teams that better reflect the world at large, but as managers build these teams, they must understand that what motivates them may not motivate everyone.

After all, 78% of sales managers are white, more than half are men, and most are over 40, according to statistics hub Data USA. A six-pack of golf balls and a bottle of Lagavulin 16 might not be the right incentive for your diverse, Gen Z reps.

The play:

Make it personal.

Personalize rewards by asking for suggestions for your team. Asking people what they want is a no-brainer, but beyond that, ask them for how they might reward themselves for reaching a monthly goal, a quarterly goal and a stretch goal.

Then, employ a coin-based system that allows reps to save for the prizes they most want over the course of several contests. They may earn 15 coins in Tuesday's blitz, and 35 coins for most emails sent in January, then vie for the final 10 coins they'll need to score the titanium water bottle.

Why it works:

We want what we want.

Allowing sellers to provide input about rewards gives them more skin in the game. When people are more invested, they're more likely to play along than if they feel it's a top-down initiative. Also, they really want those airbuds.



Game on.

9 steps to running a successful contest.

SalesScreen taps into your sales reps' natural competitive streak using the power of gamification. Our dashboard keeps a running tally of individual and team stats, while real-time notifications and social features keep sellers engaged. Getting started is almost as easy as pressing play, but here are a few hints to get you started.

1.

Pick the right goals.

Increasing revenue is the ultimate goal of every sales team, but contract totals aren't always the right goal for your contest. Step back and evaluate your team's overall performance and pick goals that will improve pipeline and process, like increasing outreach or proposal turnaround.

2.

Set measurable KPIs.

Once you've chosen your goals, set measurable benchmarks to match. Need to amp up outreach? Track emails and LinkedIn messages. Do your leads languish too long? Set a goal for demos executed. Just make sure the bar you set is reachable and within a reasonable timeframe.



3.

Make sure all systems are go.

Integrate your entire tech stack to ensure SalesScreen collects the data you need to run an effective contest. Track key KPIs like emails sent, calls dialed, and more automatically, instead of relying on self-reported stats.

4.

Determine game elements.

Brackets or Lottery? Head-to-Head or Team Effort? Create the contest that best serves your goals by choosing the format, picking teams, and setting the milestones you'll celebrate.



5.

Set rewards for achievements.

Cash may be king but it's not the only option. With SalesScreen you can tie cash, material, or virtual prizes like coins, points, and achievement badges to a wide variety of milestones. The winner can take all or prizes can be tiered for maximum competition. Or let the team accrue points and cash out later for something they really want.



6.

Begin gameplay.

It's on now! Keep everyone engaged by making it social and fun. Encourage players to celebrate each other's wins with chatter, GIFs, and customized badges. Push real-time notifications to your team's dashboard and phones to keep their heads in the game.



7.

Use data to provide feedback.

Data doesn't lie. Use performance stats to understand what works best, who's most motivated by what, and how the entire team can improve next time. Adopt new tactics and adapt your process over time.



8.

Track progress.

Get feedback from your team to find out what they loved, what they hated, and what made them reach further. Try a new format, experiment with prizes, and get better results as you learn.

9.

Adjust, refine, play again.

Data doesn't lie. Use performance stats to understand what works best, who's most motivated by what, and how the entire team can improve next time. Adopt new tactics and adapt your process over time.



