SALES GAMIFICATION

Everything you need to know about gamification and getting it right

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Gamification. You might have heard of it, but what is it really? And what place does it have in a business environment? In this eBook, we explain everything you need to know about sales gamification, its value, and how to get it right.
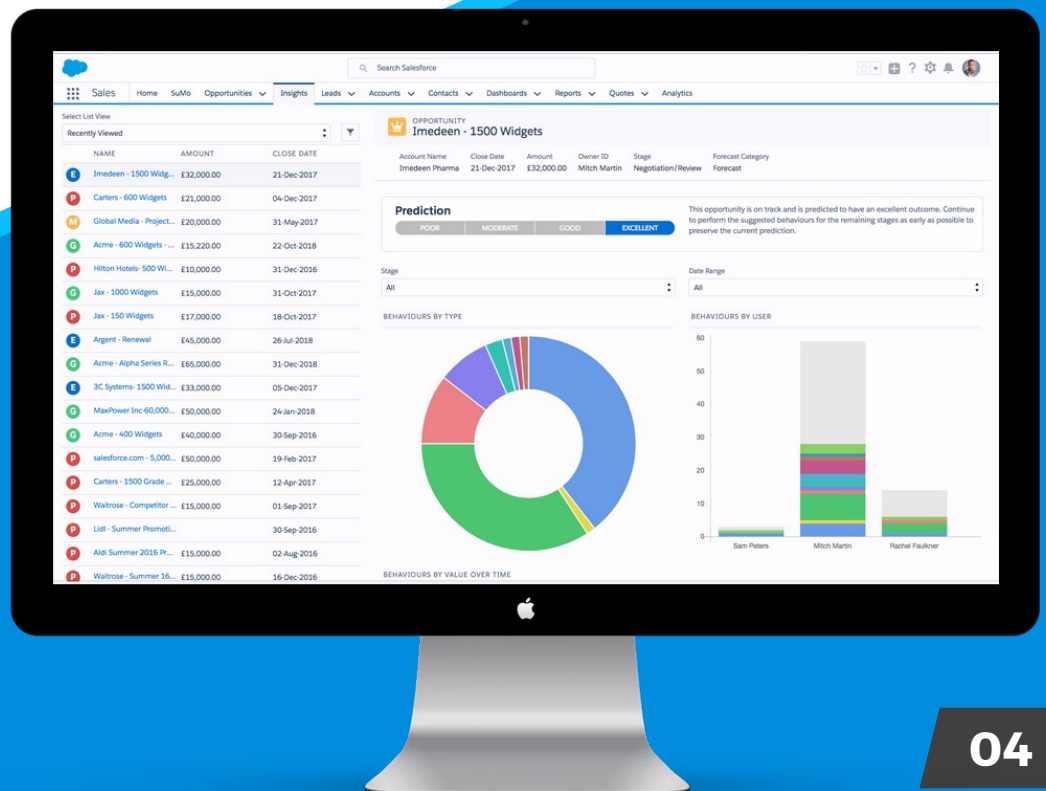
WHAT IS SALES GAMIFICATION?

As you may have guessed, gamification is all about applying game-mechanics and techniques to otherwise non-game related activities. But gamification and gaming are two very different things. The primary objective of a game is to entertain. It's an immersive environment removed from reality (AR and VR aside!). With gamification, the idea is to take those entertaining elements and use them to help address real-world, day-to-day challenges.

Applied to a sales environment, these challenges could be closing more sales, driving more leads, or providing better customer service. By recognising and rewarding success – with the addition of leader boards, progress levels and other elements of play – and by injecting an element of fun and competition into sales processes, gamification techniques can motivate teams, boost their productivity, and promote the most successful behaviours that lead to business growth.

So what does it look like in practice?

Suffice to say, when it's done well, sales gamification can have a truly transformative impact on company culture and the bottom line. It's a technique that's psychologically proven. Plus, the numbers speak for themselves: one survey found gamification makes employees feel more productive (89%) and happier (88%) at work. Of those who receive gamified training, 83% said they feel motivated, while 61% of those who receive non-gamified training feel bored and unproductive.

APPLYING GAMIFICATION TO YOUR SALESFORCE CRM

CRM has become a fundamental sales tool, but how is it working for your company?

The truth is, CRM has huge business potential. The value of information to improve business processes is indisputable – and it's been the driving force behind CRM success for decades. But realising this potential is not guaranteed. It falls on your sales team to use CRM properly and input the right data at the right time.

The trouble is that salespeople often view updating the CRM as a chore, not a benefit – and a tool for tracking and managing their performance rather than adding value. For your business to unlock the full benefits of CRM, this attitude has to change for good – and that is where gamification comes in.

BENEFITS AT A GLANCE

Generate More Revenue

Gamifying behavioural change adds value to even the least exciting tasks. Motivating a team to take action will improve productivity, but getting the team to take actions founded on data insights from your CRM will impact sales and improve ROI.

Improve Data Quality

The more actions your team implements, the more relevant data gets added into your CRM. This will improve data integrity and deepen sales insights that can be unlocked from the CRM.

Provide Better Support For New Recruits

Identifying the specific steps taken by your top performing sales reps provides a best practice model that can be shared across the business. Armed with this insight, managers can take a personal approach to coaching and guide people in the right direction.

Encourage Smooth Adoption of New Systems or Processes

Perhaps your business is transitioning to a new CRM platform Salesforce CRM? Making new systems and processes fun and competitive works – especially for a driven group of salespeople.

Strengthen Company Culture

Activities become habit forming, while gamification also provides a way to interact with team mates, providing that vital contact – an especially important part of the new hybrid working model.

FIVE STEPS TO GAMIFICATION SUCCESS

Right now, businesses are facing extraordinary and unprecedented cultural and operational change. What is the best way to transition sales teams to a digital first sales model? Is it possible to create strong bonds between hybrid working teams that rarely meet face to face? How can companies create collaboration and cultural synergy across a multi-generational workforce with hugely different values, expectations, and ways of interacting?

Gamification can help address all of these challenges and more. But the use of gamification techniques in business is not new. There is a huge range of gamification platforms and designers out there – and a chasm between good design and bad.

Here are five things to consider when it comes to approaching sales gamification and how to ensure you're unlocking the most value.

1. Draw on sales behavioral insight & experience

Rather than focusing on the differences, businesses are recommended to focus on the similarities when applying gamification techniques – the personality types that tend to dominate within specific roles and teams. Salespeople are winners: individuals who thrive on moving up the leader board. Those within Customer Service tend to be explorers, driven by a desire to resolve difficult problems. Successful CRM gamification builds on these personality types to digitally engage and motivate people to input data – only then can businesses go on to use that data to successfully inform behaviours, develop skills, and enable innovation.

Tracking how different personality types respond to gaming challenges led to the creation of Bartle's Taxonomy of Gamers, a definition of the different personality types – socialiser, explorer, winner, and killer – which are used to develop games for specific audiences. This insight has been used to gamify consumers' online experiences – creating hugely successful businesses such as eBay and Snapchat.

2. Understand not only how to use gamification but where

Within sales, the goal is to encourage salespeople to focus on the journey, not the destination. Sales rewards such as bonuses are well established and there is no value in simply telling people to 'sell more.' Companies need a way to inform their sales professionals of what, collectively, has worked well within the team and at what point within the sales process. For example: adding a competitor analysis to the opportunity, introducing product expertise earlier in the conversation, or adding a decision maker. Gamification is about sharing and encouraging the behaviours that deliver marginal gains – gains which add up to significant revenue and a rapid ROI.

3. Design to your company culture

To achieve high levels of engagement, in addition to ensuring the game is designed with the correct personality type in mind, it is important to consider cultural differences. In Asia and the US, for example, individuals are highly receptive to gamification, whereas in Germany it is only acceptable to show the top three individuals on a leader board. Fluffy, vague language will not resonate with some audiences; while the 'transaction value' must be both relevant and compelling to motivate competition. Design must reflect the industry sector or staff background of your business, while also providing a sense of community alongside the competition by including a fun element, a chance to banter and get to know colleagues.

A postal service used the concept of stamps to increase relevance and build engagement

A security company full of ex-soldiers incorporated military grades

4. Identify & promote successful sales behaviors

Gamifying sales processes rewards individuals for providing vital information and helps them decide on the right steps at the right time. These are steps that the top 5% or 10% of your team are already taking. In doing so, companies can support mid-performing sales reps to improve results and gain value from the transaction in the process. Critically, embedding this process within the existing CRM solution makes it highly visible. Individuals gain the instant gratification that is key to the gaming experience, reinforcing their commitment to take part, while new starters are supported in getting up to speed far more quickly.

At Cloudapps, we take this one step further. Our platform draws on Nudge Theory to provide prompts to sales people on recommended next steps for their deals. Helping them to sell even more effectively and move up the leader board.

5. Close the loop with AI

Throughout this process, gamification provides the business with invaluable insight. Better information about customers and prospects. Immediate understanding of the behaviours of individual salespeople. And, through the use of AI, valuable knowledge about the behaviours that lead to sales success – not only in one team but potentially across an entire multinational operation. This application of AI and gamification to the CRM allows a business to leverage the experience and knowledge of its most successful employees, feeding back this new depth of information into the gamification process to drive more informed sales guidance and recommendations.

With a continual process of gamification-driven data capture, AI-led interpretation, and constantly optimised behavioural changes encouraged through gamification, the business is learning and improving constantly.

WHAT DOES GAMIFICATION HAVE TO DO WITH REVENUE INTELLIGENCE?

However mature the use of CRM in your business, you'll inevitably have found gaps in your sales information, which gamification can help you resolve. As well as hindering sales success, these gaps mean more calls and meetings to dig down into sales opportunities so that sales leaders can better understand the pipeline and ensure its accuracy.

Once the data gaps have been addressed, there's another challenge: a huge amount of insight is locked away in your CRM because of that data, which it's just not sophisticated enough to bring to the fore.

How's your sales pipeline looking? What sets your top performers apart? Which deals will close this quarter? In these times of economic uncertainty, business leaders are under pressure to answer these questions and more if they are to improve their forecast accuracy, ensure operational efficiency, and drive revenue as quickly as possible. This is all information that's within your reach, hidden within your Salesforce CRM.

Cloudapps can help you access that information and put it to work.

Cloudapps' revenue intelligence platform is the only solution to combine gamification techniques, behavioural science, and the latest AI algorithms to give everyone in your business the full sales data picture they need. Build stronger pipelines, boost forecast accuracy, improve conversion rates, and coach your sales reps. How? By unlocking, synthesising, and learning from the actionable, real-time sales intelligence that's hidden in your Salesforce CRM and other tools used in your business every day.

Transform your CRM into a full-funnel revenue intelligence engine with Cloudapps

Sell faster. Sell better.
Improve and automate your sales process for better results

Perfect your pipeline
Track sales behaviors to determine pipeline accuracy

Identify opportunities
See opportunities won, lost and how to convert more

Unlock your potential
Employ a model designed to meet your goals and sales aspirations

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