



YOUR PERFECT
GO TO GUIDE FOR
SALES GAMIFICATION





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Rajan leaned back in his chair, letting out a deep sigh. His boss wanted a steep 18% increase in sales figures this quarter and it seemed a Herculean task. He couldn't avoid thinking about the good old days when getting a 25% increase in sales was just a matter of socializing with the big fish, and rolling-out incentives to better-performing sales reps in his team.



With fierce competition reigning in an overcrowded market, the shelf space has started shrinking for every brand. It takes more and more effort to keep the sales teams motivated and engaged like earlier.

With fierce competition reigning and the shelf space shrinking, managing multiple stakeholders in the supply chain is more complex.

Today, the retailer expects to have on-time delivery with no stock situation and clear visibility through data. There is no way he can deliver that unrealistic 18% rise in sales from his region unless he revs up his sales team with something innovative or some magic happens otherwise!

Rajan's plight is highly relatable for all the people working in sales, as there is nothing predictable or simple about this one word anymore.

What sales reps actually want?



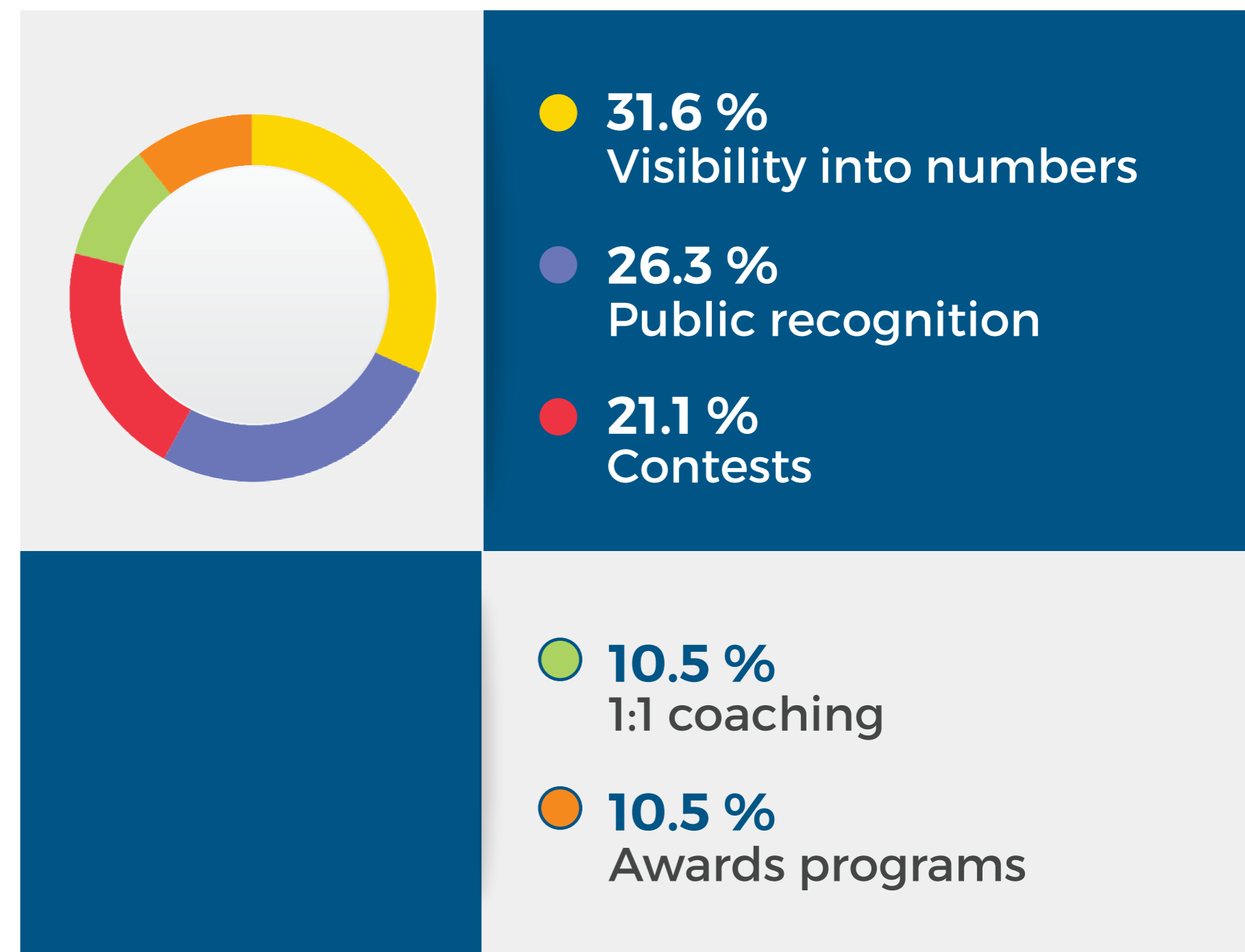
While the sales managers and sales reps are very much aligned as far as sales KPIs are concerned, they miss the early indicators of sales success. The major reason for this conflict is the thought process. Managers sitting in their office feel the size of the carrot (incentives) they offer decide the level of motivation to achieve targets.

However, the sales reps feel that visibility into numbers fires them up the most.

While you are thinking of rolling-out more attractive incentives to boost sales in your area, your reps are tired of eating the carrots!

Fragmented reports and meagre incentives delivered without much thought no longer fire-up your employees.

As per the state of sales performance survey, 2019 let's have a look at the various factors sales people feel motivated them the most.



Gamification : What, Why & How?

“ Gartner defines gamification as the process of using game mechanics for improving engagement in non-game business processes and scenarios that also changes target audience behaviour and facilitates achieving business outcomes. ”

While a high quality software with charming dashboards might be the right tool for managers. But, when it comes to people delivering performance on the field, nothing does the magic like a gamification. It engages your sales reps with highly intuitive and engaging UI.

As per the recent stats, 57% of the employees feel that gamification can improve business performance.

This is because humans are hard-wired to enjoy the feeling of competition and get involved in the spirit of winning it, especially when it leads to fruitful wins against the people they know!



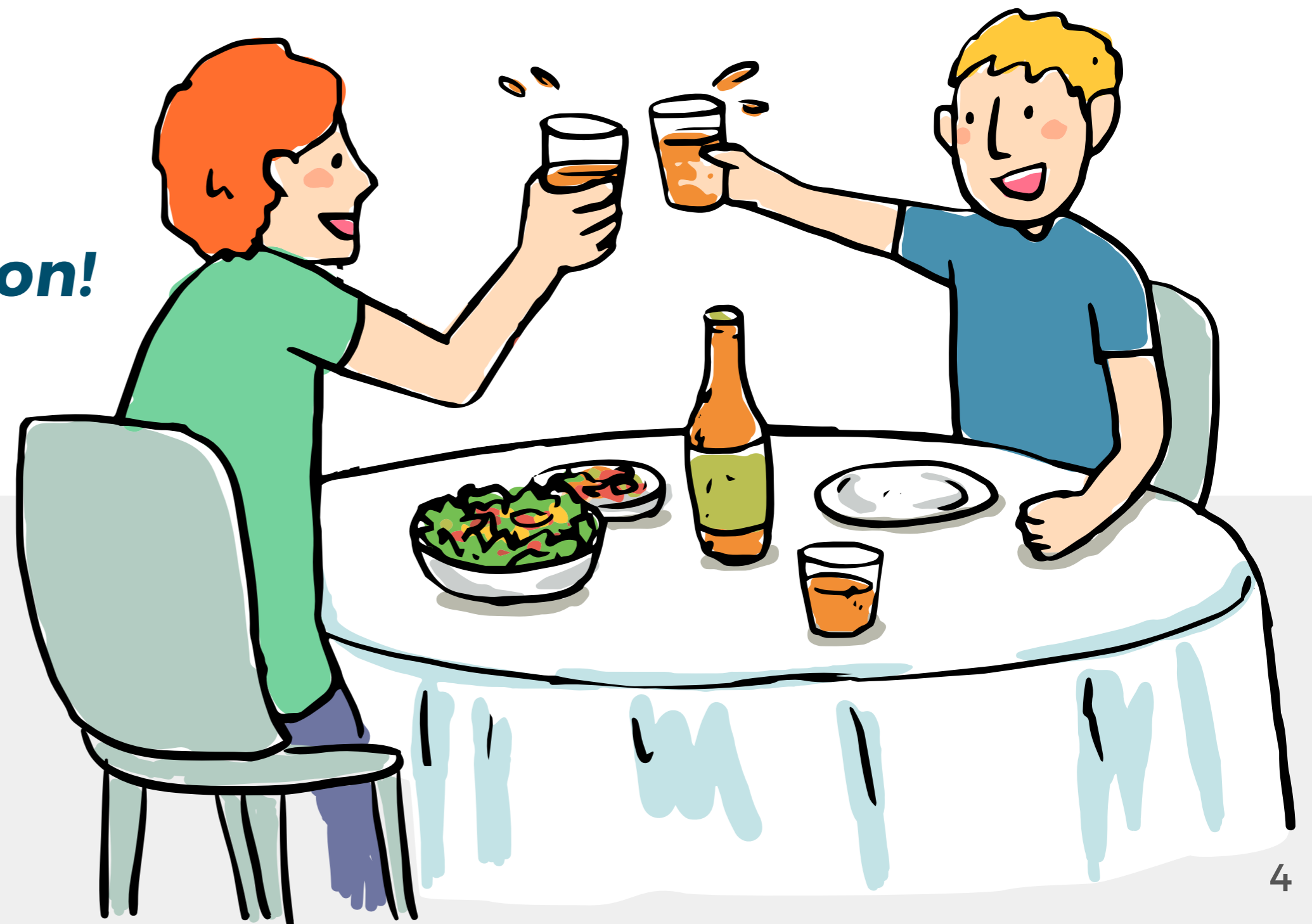
How Gamification can add value to your sales heroes

Bringing motivation to your sales teams is like allowing a child to choose what they have for dinner after they spent the day helping clean the house. That's a positive reinforcement we have to do over and over again. But if we do with right motivation levers, it can have a long lasting impact on your sales teams.

Let's understand with an example:

One of the biggest Apparel and fashion company of India has this wonderful policy where the top sales contributor is always invited to have an exclusive dinner with the Chairman at Hotel Taj. If you tag such incentives with your gamification tool it can really boost the motivation of your team. Such initiatives impart feeling of achievement and a recognition that a person will remember for the rest of his life. He becomes a superstar for his team and his family.

This is the charm of gamification!



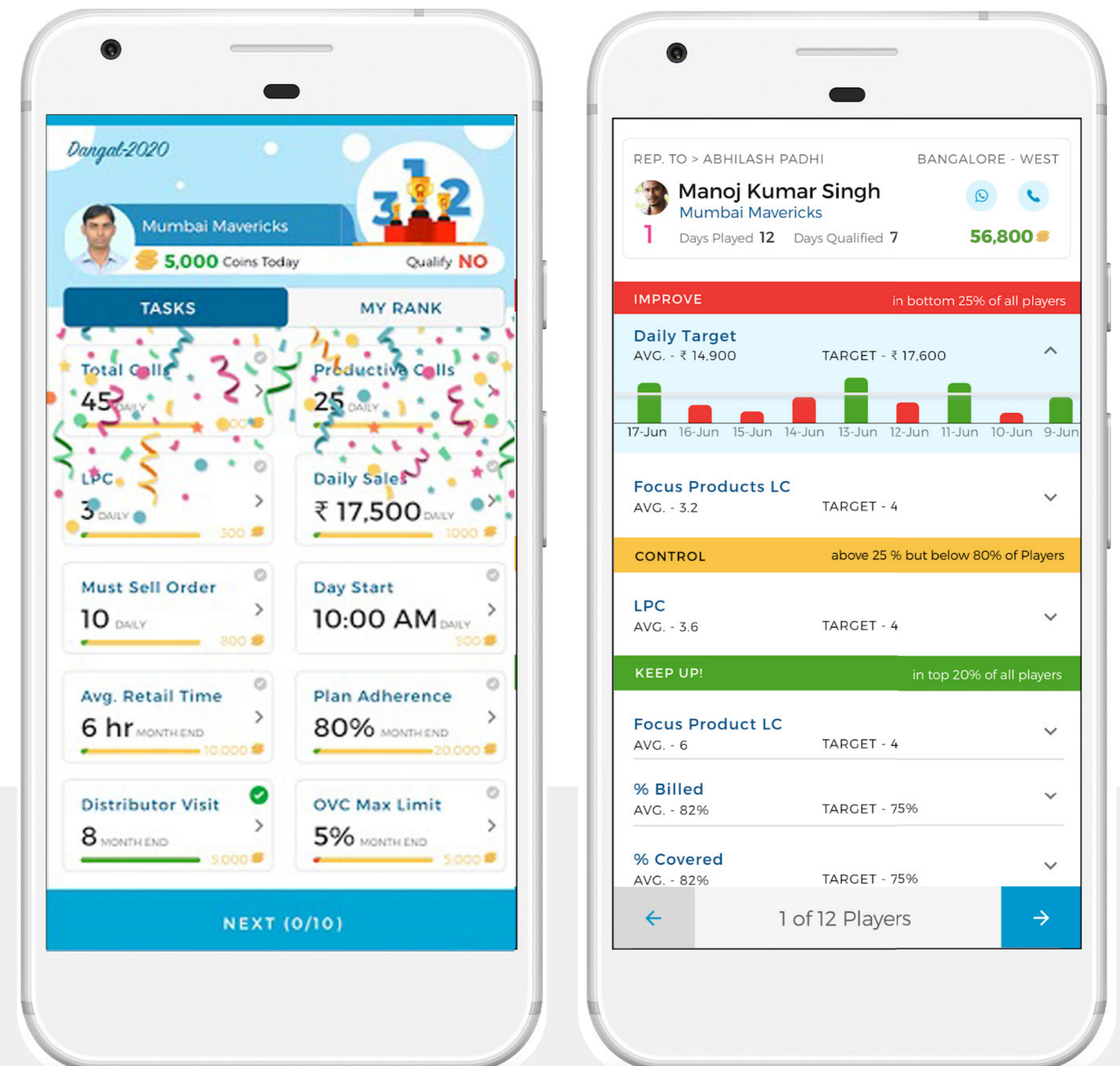
FA Battleground

Just the Right Booster to Power-up your Sales' Team

FA Battleground is a highly intuitive, immersive and engaging gamification tool to induce happy, competitive and high performing sales teams.

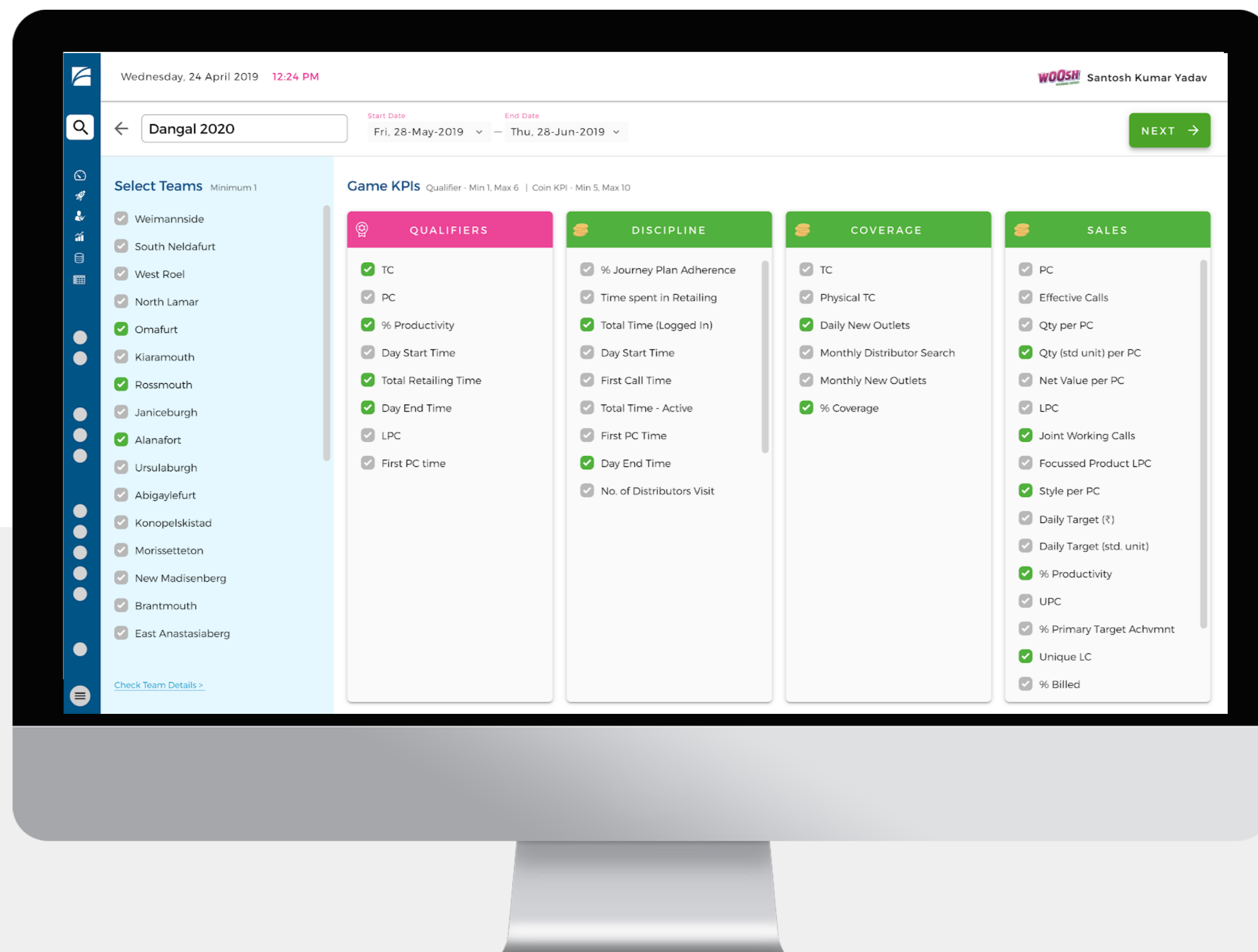
It encompasses innovative and exciting game mechanics, such as contests and leaderboards, coins and badges, challenges and milestones, social feeds and feedbacks.

You can align your field reps with target-based alerts. Once a target is achieved, your rep gets **instant gratification** in the form of rewards. As all the employees on one level have a public view of the leaderboard, they can constantly see the top performers and the incentives they have earned till now. They can also compare their own performance with others and get motivated to perform well and surpass them.



Another amazing feature is **social recognition**. When an employee wins an award such as lunch award or direct cash, the other players can instantly see that and applaud them. This type of instant gratification and public recognition sparks a perpetual cycle of self-motivation that comes from within.

FA Battleground delivers across all the three verticals of sales reps' motivation-public recognition, insights into numbers and contests with rewards.



Why Choose FA Battleground?

FA Battleground can be used for different levels:



Top Management



Middle Managers



Field Sales reps



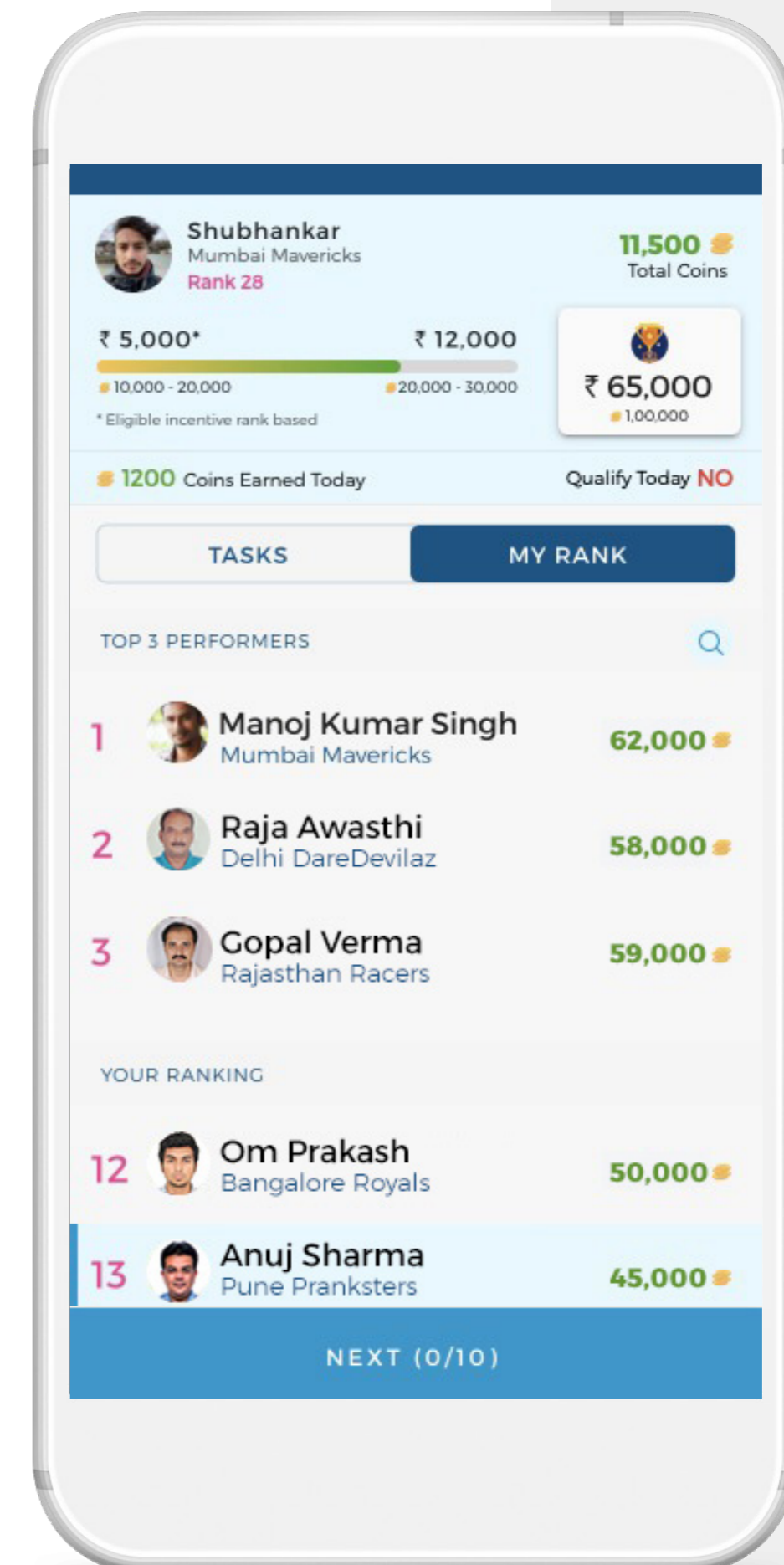
MIS Teams

While the middle management can configure the KPIs, the sales reps can get insights into KPI performance, Milestone Alerts, Leaderboard and their distance to award.

It comes with more than 40 KPIs corresponding to different business objectives, such as discipline, sales and coverage.

These KPIs fall into two categories:

- **Qualifier KPIs** (KPIs to qualify for daily challenges or targets, such as day start time, PC, LPC etc)
- **Game KPIs** (KPIs for long -term targets)



Let us take a look at the various ways FA Battleground can power-up your sales teams and help you generate unprecedented ROIs.

1 Robust KPI Config Model to define complex business objectives

2 Unique Concept of Qualifiers to push team performance

3 Intuitive UI/UX with animations & Target missing alerts

4 Field Rep alignment towards KPI all along the day

5 Identify Strengths and Improvement Area for each Field User

6 Key bottlenecks in strategic initiatives identified for Top Management

For example, suppose you have set a target of completing 5 calls in a day.

Now, if a player completes the first call before 11.30 am, he can get 40 points, provided that he completes all the 5 calls before the clock-out time. If a player comes to the office at 11.30 am, he sees

that he is not qualified for the daily win. So, he focuses on the daily tasks and will attempt to come earlier tomorrow for the wins.

This motivates the employees from within and they get engaged at a deeper level.

Customer Speaks

The Goal

Danone India was looking to offer nutritious and balanced food products that taste good and deliver a health benefit to a large and diversified market in India.

The Wishlist

- ✓ To reach across Indian markets and outlets
- ⚙️ Improve sales team's performance with better engagement

The smart and intuitive Battleground feature in their FieldAssist app helped Danone to bridge silos via a single unified platform consisting of Dashboard on team performance, KPI metrics, Smart Alerts etc.



With FieldAssist onboarded, we witnessed how sales gamification with a data-driven approach can create highly engaged and driven sales teams. I'm now much more confident that we can deliver more with less and achieve exceptional growth within the deadlines.



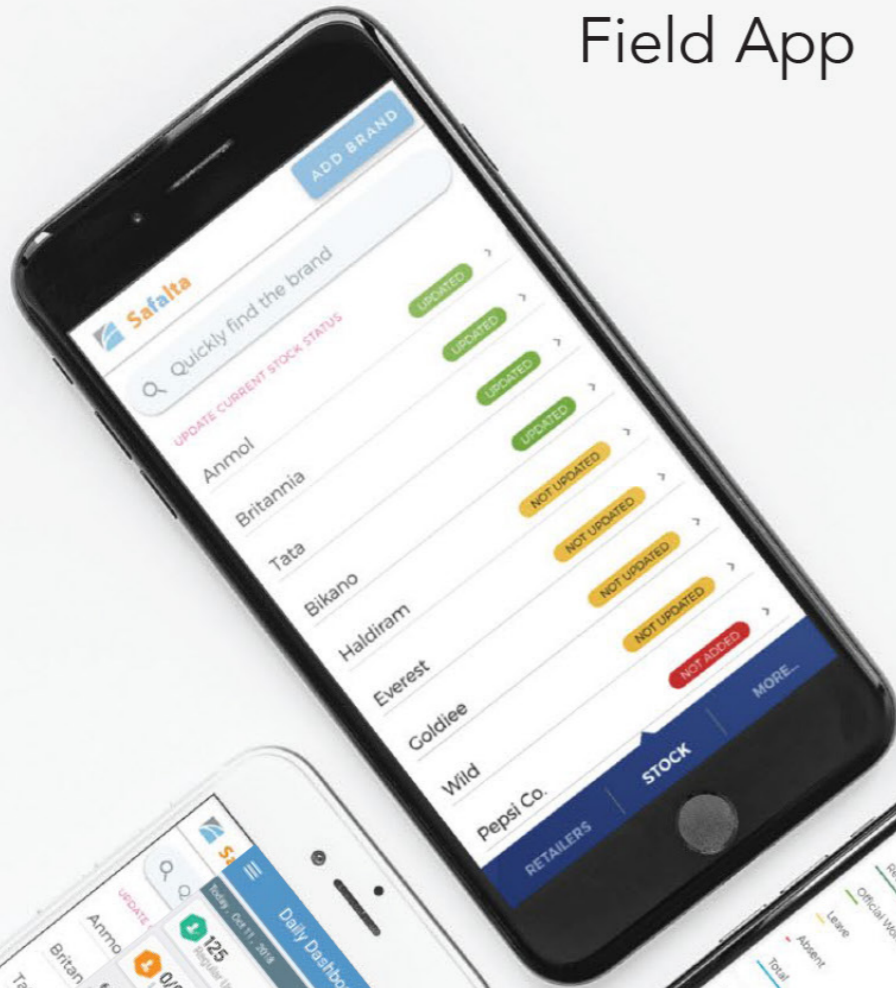
Saikat Chaudhury

Head of Commercial Excellence, Danone India

The collaboration with FieldAssist helped the brand achieve

- 46% increase in team adherence with day start KPI improving by 36% specifically
- 17% improvement in retailer universe
- 5% billing improvement from No Order Outlets

Field App



Retailer App



FA Analytics App



Distributor App



Take the virtual tour of FA Battleground to give your sales a head start now!

[REQUEST DEMO](#)