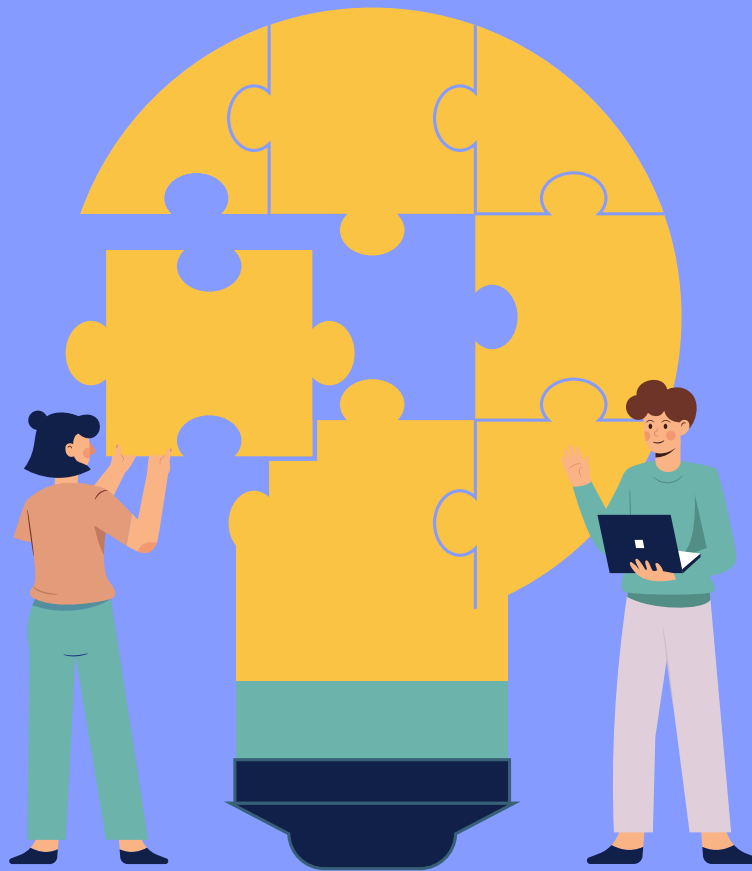




EMPLOYEE ENGAGEMENT IDEAS TO MOTIVATE YOUR TEAMS



02

Engagement Calendar
to plan your engagement
efforts for the year

03

Employee Engagement Ideas
to motivate your teams
throughout the year

It's always festive season somewhere in India. There are always sales to be had, quotas to be met, and teams to be engaged.

TYPES OF CONTESTS YOU CAN RUN FOR YOUR TEAM

Before we get into the actual engagement calendar for your teams, let's review the four broad kinds of contests that we will be covering in this ebook.

- 1. Customer Interaction Contests**
great for building rapport with customers



- 2. Sales Contests**
great for when you have a specific revenue goal to meet



- 3. Learning Contests**
work well to train and educate teams in an engaging manner



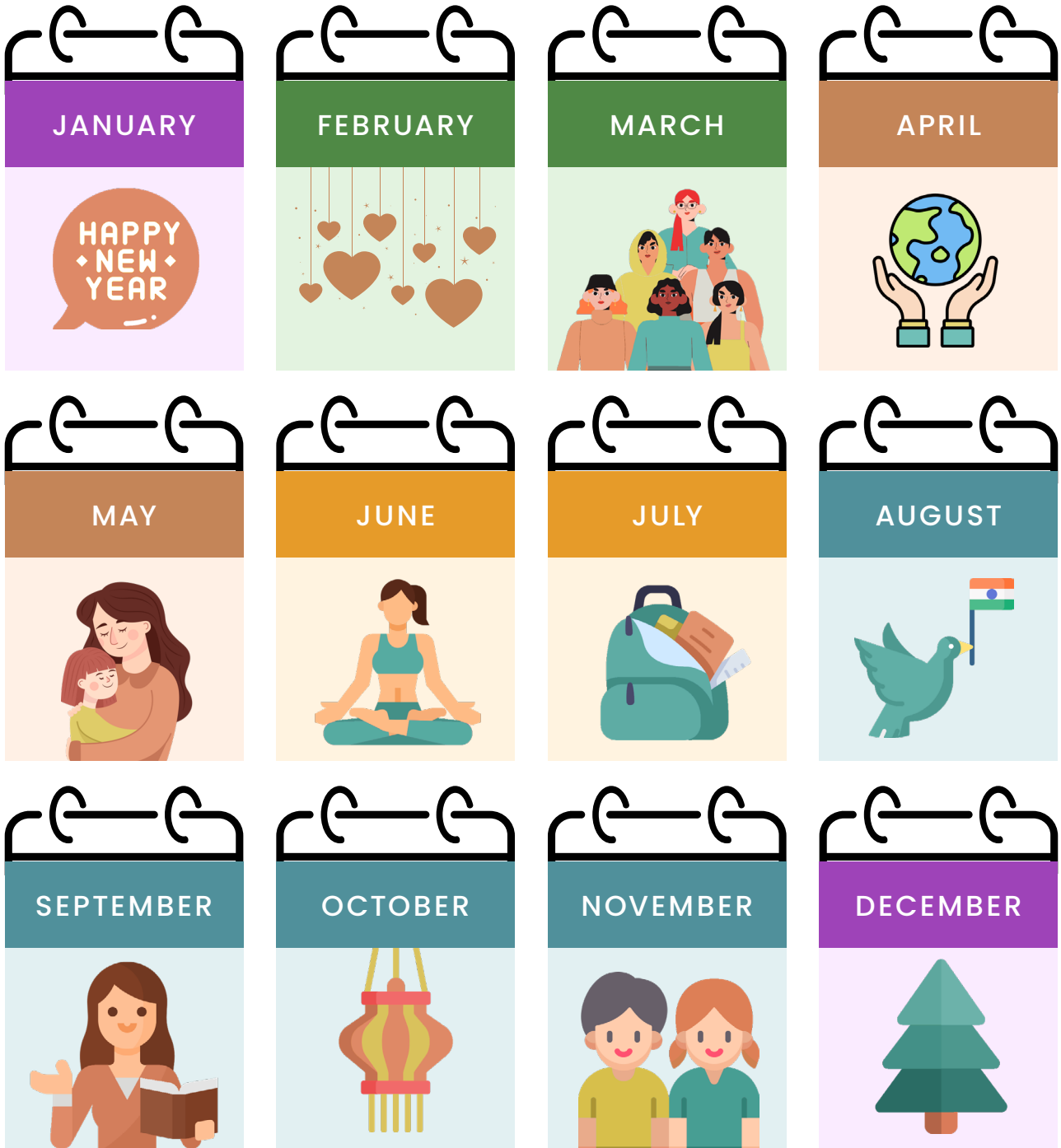
- 4. Skill Contests**
great to assess your team's proficiency at selling/pitching



In the next few pages, we shall review different variations of these contests.

ENGAGEMENT CALENDAR

We've created an engagement calendar for you, to cover your engagement plans and initiatives for the rest of the year.



Winter Spring Summer

Back to School/College Major festive season

EMPLOYEE ENGAGEMENT IDEAS



JANUARY

Season: Winter, Minor Festive Season

Major days: New Year, Makar Sankranti, Lohri, Indian Republic Day

New Year is always about fresh resolutions, ideas and resolve. Why don't you kick off the calendar year by running a contest for the most innovative pitch for one of your lesser-selling products? You can run this as a contest for a longer duration, in order to get maximum participation.

Selling Showdown

Duration: 1 month

Judging parameters: Innovation, length of the pitch, number of keywords covered.



Elevating your contest to the next level

Who to include?

The entire organization. Maximum participation, maximum ideas.

Your communication strategy

Provide clear instructions. On how to participate, who can participate, what they stand to win, till when they can send submissions.

What your program success metrics could look like

Number of votes users receive, number of submissions received.

FEBRUARY

Season: Spring

Major days: Valentine's Day

With the season set to turn, you'll probably want to focus on getting your team prepared to sell well. They will require training, and you will need to measure the impact of what they learn. Running a KPI contest around these will help make things a lot easier. Here's a contest idea for you.

League of Learners

Duration: 1 month

Recommended KPIs: Learning modules finished, assessments passed.



Elevating your contest to the next level

Who to include?

Teams set to sell your focused products specifically.

Your communication strategy

Keep it simple. Instructions on the modules to be finished, scoring system, and rewards.

What your program success metrics could look like

Number of unique users participating, number of modules completed, overall assessment scores.

MARCH

Season: Spring

Major days: International Women's Day, Maha Shivratri, Holi, Ugadi, Gudi Padwa, Baisakhi

You can use this time to build on your customer experience initiatives. You can group people together by zones, regions, or even stores. You can encourage your teams to collect feedback, ask customers what they like, and what they would like to see being improved. This is a great way to build a customer-first culture at work, and these interactions will help set the ground for their future interactions with customers.

Know Your Customer Week

Recommended duration: 1 week

KPIs to focus on: Customer testimonials recorded, customers spoken to.



Elevating your contest to the next level

Who to include?

Teams that interact the most with your customers. Your salespeople, call centre representatives, consultants, and service personnel.

Your communication strategy

Instructions on what your teams are expected to do, how they can participate, and what the objective of such a program is.

What your program success metrics could look like

Overall participation rates, number of unique users participating, number of customers spoken to, and overall satisfaction scores you receive from your customers.

Season: Summer

Major days: Easter, Rama Navami, Eid-al-Fitr, Earth Day, Akshaya Tritiya

With the summer season kicking off, we're sure you'll have a lot of new product lines to sell. This is your opportunity to run a longer sales contest. Think qualifier rounds, knock-off levels, and a grand crowning moment for the top performer.

Your Company's Football Sales Championship

Recommended duration: 2-3 rounds split over the course of 1 month.

KPIs to focus on: New product line sold, revenue collected.



Elevating your contest to the next level

Who to include?

You might want to run this on a city level. All your sales teams can be included.

Your communication strategy

Give out instructions on what to sell, what the contest dynamics will be for the different rounds, and rewards.

What your program success metrics could look like

Total units of new product line sold, total revenue collected, revenue collected per city.

Season: Peak summer, IPL

Major days: Labour Day, Mother's Day

We saw a major boost in sales this summer. You'll probably witness a similar peak in sales next year, too. You can run a two-week sales contest if you want your teams to maximise sell-through during this period. (you can also make the most of the IPL fever.)

"Your focused product"

Premier League

Recommended duration: 2 weeks

KPIs to focus on: Units of focused product sold.



Elevating your contest to the next level

Who to include?

Sales teams, all across the country. Think across all formats and verticals - LFRs (large format retails), MBOs (multi-brand outlets), and even your flagship stores.

Your communication strategy

Tell your teams what they are expected to sell, how they can document their sales, and how they can win.

What your program success metrics could look like

Overall participation rates, total sales made, total revenue collected, new product range sold.

Season: Peak Summer, End of Season Sales, Back to School/College

Major days: World Environment Day, Father's Day, International Yoga Day

EOSS or BTS targets on your mind? You can run a brief sales contest with one big goal: most sales made. We'd recommend going big on this contest. Include as many stores and cities as you can, since these sales tend to be run on a nationwide scale. After all, the more, the merrier, right?

"Your Company's" Basketball Championship

Recommended duration: 2 weeks

KPIs to focus on: Units per transaction, average bill value.



Elevating your contest to the next level

Who to include?

You might want to include your sales teams across store formats and verticals.

Your communication strategy

Loud and clear messaging. Tell your teams what their big goals are. You can also announce big prizes, freebies (like a phone, or a tablet, or even a vehicle- if your budget permits that.)

What your program success metrics could look like

Total units sold, total number of transactions, and total revenue collected.

JULY

Season: Monsoon, Back to School/College

Major days: Eid al-Adha, Islamic New Year

While you wait for the major festive season sales to kick off, you'll probably want to focus on training. On your brand, your new product catalogues, and refresher training for your best-selling products. This is the perfect time to gear your teams up with all the knowledge they need to sell super well. Run learning sprints. Short learning goals that you can map to your upcoming sales targets.

100m Learning Dash

Recommended duration: 1 month

KPIs to focus on: Learning modules finished, refresher training courses completed.



Elevating your contest to the next level

Who to include?

All your customer-facing teams. They will benefit most from learning everything about your company and products.

Your communication strategy

Clear directions. Where they can find their learning content. List of topics they need to complete. What the scoring and rewards mechanism will be.

What your program success metrics could look like

Module completion rates, assessment pass scores, and the average number of modules completed per person.

Season: Monsoon, Peak Festive Season

Major days: Independence Day, Ganesh Chaturthi, Rakhi/Raksha Bandhan, Janmashtami, Parsi New Year, Muharram

This month is when the major sales season officially starts and customers will start flocking in, by the hundreds. If you've got big sales days planned around this month, you'll need to make sure your teams are prepared to handle the increased footfall. Here's a contest idea that can help them do just that.

The Sales Frenzy

Recommended duration: 2 weeks

KPIs to focus on: Conversion rate, largest order billed.



Elevating your contest to the next level

Who to include?

All your sales teams. Internal and external.

Your communication strategy

Proper instructions on what to sell, how to document their sales, what they can win, etc.

What your program success metrics could look like

Total sales made, total revenue collected, festive collections sold, and conversion rate for this contest.

SEPTEMBER

Season: Monsoon

Major days: Teacher's Day, Engineer's Day, Onam

This period would be a great time to conduct refresher training for your upcoming sales cycle. Send your team microlearning modules for a week. Conduct a trivia session at the end of each day on all things product, features, and service. Not only does this allow you to see how well prepared your team is, but also helps them learn in an exciting environment.

"Your Company's" Ultimate Trivia Week

Recommended duration: 1 week

Judging parameters: Learning modules completed, assessment scores.



Elevating your contest to the next level

Who to include?

Your whole organization. Higher the participation, higher the stakes, higher the fun.

Your communication strategy

Specific instructions for each day's quiz. Based on themes and topics being covered.

What your program success metrics could look like

Number of quizzes run, average participation per quiz, and general score trends across your team.

Season: Autumn, Peak Festive Season

Major days: Dussehra, Diwali, Karwa Chauth, Bhai Dooj, Eid e-Milad, Dhanteras, Chhath Puja

Major sales planned for this month? We've got you covered with a contest idea that can not only help your teams close more sales, but also have a lot of fun while they're at it. Since the scale of these sales is usually widespread, we'd recommend going all out and running a pan-company contest.

"Your Company's" Dussehra/ Diwali Dhamaka Contest

Recommended duration: 2 weeks
each for Dussehra and Diwali.

KPIs to focus on: Total revenue
collected, total unit sold.



Elevating your contest to the next level

Who to include?

All your salespeople, pan-India.

Your communication strategy

Bright and bold. Since this period is primarily about gifting, make it a big part of your communication.

What your program success metrics could look like

Overall participation rates, total units sold, products sold per customer on average, total revenue collected.

NOVEMBER

Season: Winter

Major days: Children's Day, Guru Nanak Jayanti

Want to turn your teams to turn into selling experts of your products? Here's an idea for you - run a learning contest and give away certifications at the end of the contest. Once your team finishes the modules and passes all the assessments under a topic, they can become certified selling experts for a given product.

Certification Champions Month

Recommended duration: 1 month

KPIs to focus on: Modules completed, assessment scores (+80%).



Elevating your contest to the next level

Who to include?

Include all salespeople, even outsourced partners.

Your communication strategy

Make sure you communicate how getting certified can benefit your teams.

What your program success metrics could look like

Number of participants and total certifications awarded.



Season: Winter, Minor Festive Season

Major days: Christmas, New Year's Eve, Retail Employees' Day

December is when Retail Employees' Day is celebrated across the country. This got us thinking, why not run a week-long program that allows you to say thank you to your employees for all their effort in a fitting way? You can consider running fun movie quizzes, treating your employees to wellness and self-development sessions and so much more.

Retail Employees' Appreciation Week

Recommended duration: 1 week



Elevating your contest to the next level

Who to include?

Include all your team members for a celebration of this scale.

Your communication strategy

Clear instructions will be ideal. Ask your teams to block their calendars if required, tell them what events have been planned, tell them how to register, too.

What your program success metrics could look like

Total team members engaged.

What you will need to run these contests successfully

- ▶ A unified platform that helps you tie your team's learning and performance goals
- ▶ A great communication channel
- ▶ Analytics that show you the extent to which your teams are participating

With Bsharp, you can run a year-long engagement program to engage your teams meaningfully.

YOU GET

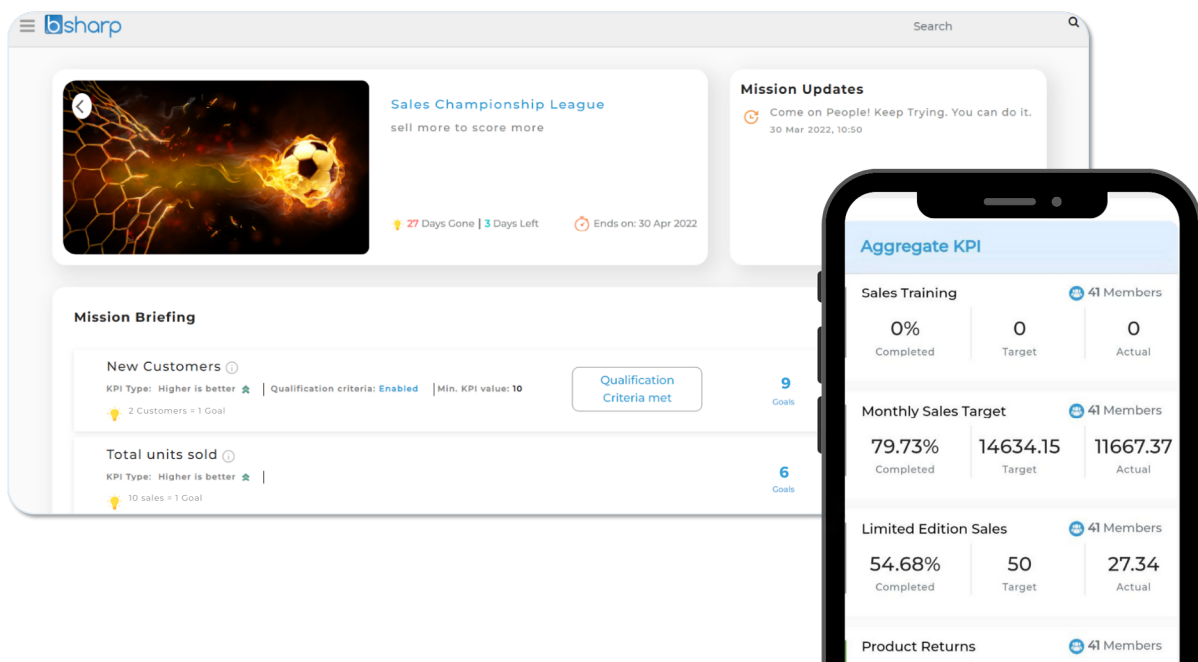
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