A SALESSCREEN EBOOK

How to Hire, Onboard, & Motivate Top Talent

SALESSCREEN www.salesscreen.com

At SalesScreen, our goal is to help create and nurture high-performing sales teams all around the world. In order to be successful, companies need to hire, onboard and motivate the best employees possible.

> *Motivation isn't something that you can just create out of thin air or use on a whim when you need it. You can't fabricate motivation, you have to foster it.*

Motivation comes from a habit of beliefs and routines. Sometimes, motivation is even about accountability and giving 100% effort for the team even though you're tired or not feeling well. In order to have this kind of motivation, it needs to be backed by a passion about something.

Our goal with this eBook is to prove that by leveraging the power of sales motivation software to build great culture, you can create a workforce who shares a sense of purpose, mission, and identity. As a result, employees will be inspired by each other and driven to create a cycle of motivation that changes the way employees interact with management, customers, and each other.

QUICK STATS

Motivation has long been studied in the workplace, especially in relation to employee engagement and thus productivity. Before we start, here are a few statistics to keep in mind:

According to a recent Gallup poll, less than half of the average workforce is engaged in their work, costing upwards of $450-550 billion annually in the US alone. To make matters worse, disengagement leads to turnover and burnout.

Additionally, according to research firm Gartner, **70%** of business transformation efforts fail due to lack of engagement. So, it makes sense then that there has been a clear shift towards recognition and incentive strategies that aim to enhance performance.

When managers recognize employees' contributions, engagement increases by an average of **60%**. In addition, **41%** of companies that encourage colleagues to support one another experienced a significant increase in customer satisfaction.

Organizations that have an official means to acknowledge employee contribution experience, on average see a **14%** increase in their financial results.

As a result, **46%** of upper management in large-scale companies deem that **incentive programs are an investment and not an expense.**

1 HIRING –

How can you target and hire top talent, without breaking the bank? More importantly, how do you know you're hiring the right people for the job?

2 ONBOARDING –

Bringing in new employees can be a challenge and studies show that most new hires form their opinions of a company within the first 30 days. What is the fastest way to speed up time-to productivity for new hires?

3 MOTIVATING & MAINTAINING MOMENTUM –

How you engage, motivate and recognize your sales force sets the tone for the long-term success and ultimately the overall culture of your company. Are you creating an effective motivation structure?

Chapter #1 HIRING

In order to have engaged and motivated employees, you need to start with hiring the right people... but that doesn't necessarily mean whoever is the "smartest" on paper or whoever tells you what you want to hear in an interview. Here are a few tips to help you hire winners that will build the foundation of your organization.

1 › FIND PURPOSE-DRIVEN PEOPLE

Hiring is arguably the most important thing that any company does because *the team that you build and the culture that you create will always determine whether you succeed or fail.*

Regardless of how good your product is and how much funding you bring in, you will never survive in the long-run if you fail to hire committed, hardworking and value-driven people.

You should start by making sure that you find, recruit and hire people who have a passion for what you do... people who see sense of purpose behind your mission.

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According to SHRM's Executive Network, there are 3 types of origins of purpose in work:

1. **Money-Oriented:**
   work is a financial transaction; i.e. "I get stuff done, you pay me so I can put food on the table". For this group, work is nothing more than a job.

2. **Status-Oriented:**
   Work is an identity; i.e. "I am defined by what I do for a living". Career = social status, achievement, and prestige. This group likes to brag to their friends about what they do.

3. **Purpose-Oriented:**
   Work is how we add value; i.e. "I chose this job because I am passionate about it and I want to help the cause." This group sees work as a chance to manifest their calling for good.

For purpose-driven people, work is about value creation and fulfilment, not money and status. Millennials make up the largest portion of this group and seek purpose and fulfilment far more than any other generation.

Purpose-driven employees add value because they are more intrinsically driven by what they do (I do it because I enjoy it) as opposed to being extrinsically motivated (I do it because there is cash or reward). This means that purpose-driven professionals have higher values of pride, loyalty and fulfilment from their day-to-day work.

Employers seeking to build high-performing teams and strong cultures should therefore seek out purpose-driven employees. Their intrinsic desire to add value will make for better teams, higher-quality work and more focused productivity than those who simply work to earn money or status.

2 › START WITH A GREAT MANAGEMENT TEAM

The first step is that everything starts with your management team. They will lead the work ethic, culture and expectations of the employees under them. The management team is the foundation of your business.

How your management views the company, the way they set goals and the personal values they bring to the table will always trickle down to their employees.

By training, compensating, and aligning them with your vision, they will help to push these same principles and ethics down to the rest of the team.

Managers need to have the following qualities, at a minimum:

1. Fair, ethical, accountable, and honest at all times.
2. Able to connect organizational purpose with individual meaning.
3. Willing to lead from the front and do what is best for the team.
4. Energetic, positive and able to prioritize tasks.
5. Patient, flexible and understanding without being a push-over.
6. Mission-driven, creative and able to turn ideas into reality.
7. Technologically clever (in modern times, this is a MUST).

There are, of course, hundreds of skills and qualities that could be listed here, but if you hire management teams who fit the above requirements, you will be well on the way to having cohesive, effective teams. Next, you need to hire the right employees.

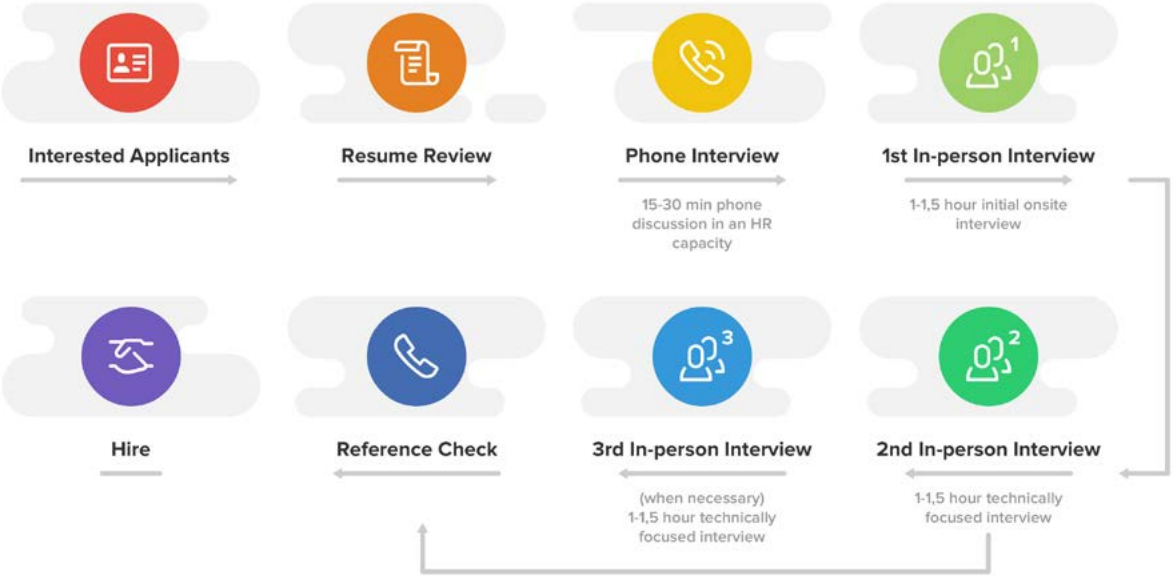
3 › HIRE HARDWORKING SELF-STARTERS FOR THE FRONT-LINE

Often, finding hardworking self-starters is more important than finding extremely smart people. The reason for this is that it is ultimately a person's inner drive that leads them to succeed (especially in sales and customer service).

> *It is ultimately a person's inner drive that leads them to succeed.*

If you can find and hire this type of people, pair them with strong management, align them with the purpose/vision of your company and give them the tools to succeed, you will be well on your way to success.

In order to hire top-quality people who align themselves with your company goals, you need to ask the right questions in interviews and have hiring staff who are good at judging character and integrity.



Example of a typical hiring process.

A few questions you might ask include:

WHY

This is the most important type of question and will tell you most of what you need to know about a candidate.

- Why do you wake up in the morning?
- Why do you want to work for us?
- Why should we hire you instead of the other talented candidates?
- Why is this the right role for you?

HOW

The how questions are almost as important as why because they help explain what sets them apart.

- How do you solve a difficult problem?
- How do you relate to other employees and superiors?
- How do you work with customers to address pain points?
- How do you contribute to the team?
- How do you know you are making an impact?

WHAT

This will help you understand what motivates and inspires the candidate.

- What do you bring to the table that other candidates do not?
- What motivates you?
- What leaves you fulfilled?
- What are your dreams?
- What do you want others to remember you for?
- What would you like to ultimately achieve from working here?

WHO

This question helps to frame the candidate in a way that is relatable.

- Who is your role model/who do you look up to?
- Who do you work best with?
- Who do you see yourself as today and 5 years from now?

WHEN

Creating a timeframe of success and completion gives an understanding of what you can expect from this person.

- When are you most motivated?
- When was the last time you completed a major project?
- When have you faced a difficult situation as a member of a team and how did you overcome it?
- When do you believe you will be you will reach full productivity in your new role?

Understanding how a candidate views the workplace is important in identifying key motivators.

- Where do you work best from?
- Is the flexibility of remote work important to you?
- Where do you gain inspiration from?
- Where do you see this company headed in the future?

4 › BUILD CULTURE AROUND PURPOSE

Every company has its own culture. At Google for instance, they call it Googliness... it's not an easy word to describe but every employee knows what it is.

But Google didn't start off with amazing offices, food in every corner, slides, and volleyball courts. They started with purpose. Google's purpose was (and still is) to organize the world's information and make it universally accessible and useful. *They built culture around their purpose, not the other way around.*

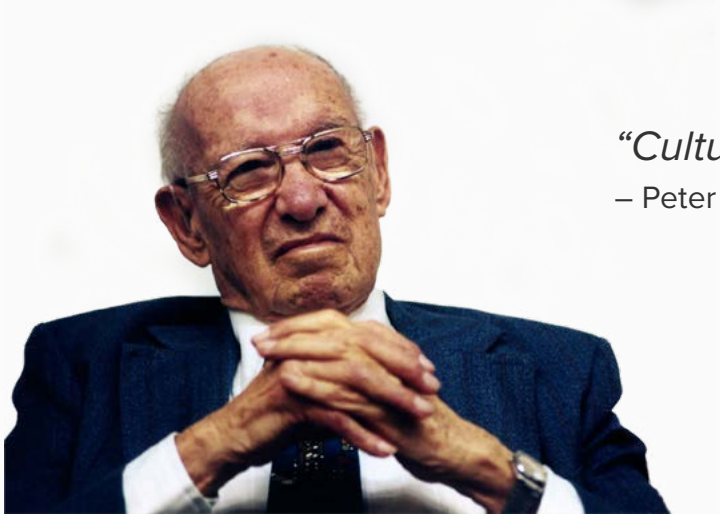
First, define your purpose and then begin looking at culture.

Like Google, when you hire, you should be looking for employees who fit the vibe and culture of your company and have the required skills to not just succeed, but to excel.

What defines your company? Is your culture young and fun? Bold and serious? Tech nerds with an attitude? Whatever it is, you need to understand what defines your people and you need to hire other people like them.

A famously saying is that you should always hire A players because A players find, recruit, and hire other A players. Whatever you call them, you need to find, target, recruit, and retain the absolute best people you possibly can. In order to do this, you need to have strong culture.

> *"You should always hire A players because A players find, recruit, and hire other A players."*



"Culture eats strategy for breakfast"
– Peter Drucker

SUMMARY

If you can create a clear vision with meaningful purpose and hire a good management team, you're off to a good start.

Next, make sure the management team keeps their employees mission-driven and aligned to the purpose. Carefully hire hardworking self-starters who are motivated to get the job done right.

Then, build a culture of success, performance and fun around this high-quality team. It's a recipe for success that has been employed for decades by the world's leading companies... and it's well within your power to do it too, if you're committed.

Chapter #2 ONBOARDING

Onboarding sets the tone for new employees by giving them the tools, resources, support and socialization they need to be successful.

Recruiting and hiring the right employees is only the beginning of the battle. Even after hiring, you need to onboard, train, engage, motivate and retain them. **22% of staff turnover** occurs in the **first 45 days** of employment (source: Bersin by Deloitte), and **33%** of new hires look for a job within their first six months (source: HBR).

However, according to a 2007 study by the Wynhurst Group, when employees go through structured onboarding, they are **58% more likely to remain with the organization** after three years.

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WHY ONBOARDING MATTERS

Here are a few quick reasons why onboarding properly is a BIG deal:

- **Turnover is expensive —** Not only can losing and replacing employees cost upward of **$50,000 each** but it also hurts morale, productivity, cohesion and culture.

  Companies who are losing high-quality performers faster than they can replace them will struggle to survive in such a competitive technological landscape. PWC estimates that **losing an employee costs between 50–150% of their annual salary.** Ouch!

- **First impressions matter —** A study by the Aberdeen Group found that ***"86 percent*** *of respondents felt that a new hire's decision to stay with a company long-term is made* ***within the first six months*** *of employment."*

- **Clarifying roles saves time —** New employees can be torn in many directions when they first start. A manager's job is to explain the what, where, when and how of daily job duties. If you can make this smooth and simple in the first week, you'll save tons of time down the road.

- **Speed up time-to-productivity —** A primary goal of the onboarding process is to shorten the time gap between "newbie" and experienced professional. To do this, it's important to have a game plan with training, tools, and how-to guides.

  You should also make sure that you create a culture where employees are trying to find the answers themselves before turning to others to answer their questions. Problem solving skills go a long way in increasing productivity.

THE IMPORTANCE OF ONBOARDING

1 in 6

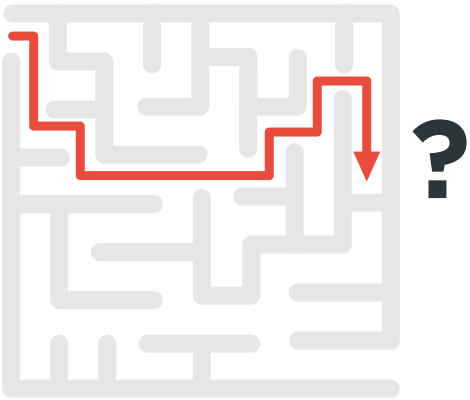
1 in 6 employees quit their job within the first 3 months of starting the position

1 in 3

1/3 of employees quit their job within the first 6 months. And of those who quit their jobs during this time, 1 in 3 cited insufficient onboarding services.

1 in 4

Nearly 1/4 said that properly managed onboarding would have helped persuade them to stay in their positions.



HOW TO PROPERLY ONBOARD

Onboarding new employees requires startegy, planning and vision. Here's how to do it properly:

1. **Show a sense of purpose —** People who understand the bottom line goals and how they contribute directly are more often willing to work harder, experience more team unity and stay longer with the company.

> *"More than **50%** of employees who responded say they are planning to leave their organizations in less than three years. More than **20%** plan to be gone within **one year**."*
> MIT Sloan Management Review

2. **Make a strong first impression —** First impressions count! Just like in every other aspect of life, we place strong emphasis on our first impressions. In his book, Blink: The Power of Thinking Without Thinking, Malcom Gladwell does an excellent job of explaining why humans are so good at making split-second decisions based on first impressions, even though we rarely realize it.

According to a survey by the SHRM foundation**:**

> ***69%** of employees surveyed were more likely to stay with the company for at least 3 years **after a great onboarding experience.***

3. **Clearly define the goals —** If your new employees do not know exactly what is expected of them, when it is required to be completed and what tools they have to get it done, then you are going to suffer from a severe communication breakdown.

   Over 60% of organizations fail to set clear milestones or productivity goals for their new employees, leaving many unsure of what "productive in their role" even looks like.

4. **Measure performance in real-time —** In today's technology-driven culture, people want to know how they are performing at the moment, not just how they performed last week or last month. As we like to say here at SalesScreen, "*You can't improve what you don't measure*".

   Showing real-time progress comparisons over week, month, or quarter makes it very easy for new employees to see exactly how quickly they are learning and improving over time.

> *Companies who implement regular employee feedback have turnover rates that are **14.9%** lower than for employees who receive no feedback (source). In addition, **69%** of employees say they would work harder if they felt their efforts were better recognized (source).*

5. **Build great culture around strategy —** New employees will mold themselves to the existing culture of the organization. So, it's imperative to have a clear onboarding strategy that encompasses the overall culture of your organization.

> *Organizations with a standard onboarding process experience **54%** greater new hire productivity and **50%** greater new hire retention" (source). In addition **77%** of new hires who hit their first performance milestone had a formal onboarding training (source).*

6. **Celebrate together —** Perhaps the most important part of onboarding is celebrating achievements as a team. New employees are looking up to the rest of the pack to let them know how they're doing and how they fit in.

   Be sure to set regular benchmarks to celebrate success. Symbolic awards or gifts and public recognition of performance achievements can really set the tone for engagement, motivation, and future success. With happier employees, you will also have happier customers.

> ***50%** of employees believe being thanked by managers not only improved their relationship but also built trust with their higher-ups (source). **41%** of companies that use peer-to-peer recognition have seen positive increases in customer satisfaction (source).*

SUMMARY

How you hire and onboard new employees says a lot about your company, your culture, and your goals. Proper onboarding can save money, time and hassle but there's even more than that at stake. Employees are the backbone of any organization and their work will be a direct reflection of how they are treated from day one.

As the saying goes, "anything worth doing is worth doing right". So, structure a plan, show your employees how they play a vital role in the company's success, give them all the tools they need, and allow them to be flexible in how they complete tasks. Most importantly, have fun and show them that you are there to support and help them along the way.

Remember, you need to **treat your candidates like customers** by providing detailed resources, regular follow-up and plenty of opportunities for growth.

"Anything worth doing is worth doing right."

Chapter #3

MOTIVATING & MAINTAINING MOMENTUM

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Understanding how to motivate, guide and mentor your salespeople is a critical aspect of how you build culture. Each person will have different goals and motivations. As a manager, the better you can understand these, the better you can motivate each individual towards success.

1 › MOTIVATION:

INTRINSIC VS. EXTRINSIC

There are two types of motivation: intrinsic and extrinsic. Extrinsic is easier to achieve, but often short-lived while intrinsic is difficult to achieve but often long-lasting. So, in order to learn how to motivate people, we first need to understand a bit more about the differences between these motivation types.

Generally speaking, ***extrinsic*** is the carrot and stick... what can you offer to someone as reward or motivation for them to complete a task. Sadly, in the workplace, extrinsic motivation strategies are the most common because they're the easiest. Financial incentives such as bonuses and compensation are the most common in sales.

However, the problem with extrinsic motivators is that they are not long-lasting. In other words, someone who works hard for a bonus may leave when the bonus is no longer available or no longer meets what they think is fair.

On the other hand, ***intrinsic*** motivators are those that inwardly motivate people, such as a clear sense of purpose towards a cause they care about. People who work for non-profits or donate to charity are good examples of intrinsic motivation... but, how can you leverage this into workplace performance?

In order to create intrinsic motivation, you'll first need to chat with your employees and find out what really drives them. Why do they get out of bed in the morning? If you can answer this question, you can create a unified, cohesive and truly motivated workforce, instead of one that just chases the carrot.

> *By leveraging individual motivations in your coaching strategies and incentives plans, you show your employees that you really do care enough to put in an effort to thank them for their hard work.*

While basic financial incentives and bonuses are important (and you definitely should not remove them!), it's kind of like getting cash or a sweater from grandma at Christmas. While it sort of motivates, it's not really ideal.

We've found that the best motivations are to have 1-on-1 sessions to figure out what people really want, and then to create normal targets plus stretch goals.

> *While basic financial incentives and bonuses are important (and you definitely should not remove them!), it's kind of like getting cash or a sweater from grandma at Christmas.*

For instance, if someone achieves their quota for the month, that's what's expected of them... but if they go above target and reach 110%, 125%, 150%, etc then it makes sense to provide additional incentive and rewards. The additional incentives aren't always big, either. Here's an example:

- **110%** of quota—bottle of wine and round of applause from the team
- **125%** of quota—lunch with the CEO or sales director
- **150%** of quota—one "free day"of vacation to use anytime this quarter

To set these goals, it's easiest to ***make a list of awards based on price range*** and then chat with the reps to see which targets they want to set for themselves.

For instance, the list of 110% quota achievement prizes could include: bottle of wine, six pack of favorite craft beer, 2 movie tickets, a box of chocolates, catered lunch for a day, etc etc.

Then you simply set a prize range for each award and ask the sales rep to name some prizes that they find most motivating and continue this list of options for the 125%, 150%, etc categories.

You can also do this for team quota goals, so that there are a myriad of rewards for reaching targets. Someone may not hit every monthly goal, but can still benefit from the team rewards, which will build camaraderie and spirit.

Team prizes could range from volleyball or other sports activities to paintball, gokarts, lazer tag, concerts, or even travel destinations. This year if we hit our goals, the whole company goes to Barcelona. Do you think that motivates us to work hard? You betcha! Do you think that by partying together for a week in Barcelona we'll build even stronger company culture? Heck yes!

In addition, *you can do this for month, quarter, year, etc.* This gives a really full list of incentives and motivation for the sales reps and it builds cohesion with the managers by having them sit down and learn about individual motivators.

SalesScreen makes it easy to engage, enable, and incentivize performance based on intrinsic motivations.

Here is a list of other important topics you can discuss during the 1-on-1:

BELIEFS

- What comes to mind when you hear the word “sales?”
- What type of salesperson do you want to be known as?
- What type of KPIs should we set for you and what can you achieve?
- What makes sales enjoyable for you?
- What do you dislike about sales?
- What type of team dynamic would you like to see and how can we create it?

GOALS

- What type of position would you like to work up to?
- What are your personal and professional goals?
- What are some of the things you want in life? Are you most motivated by material items, relationships, time, experiences?
- What are your career aspirations (short and long term)?
- How will this position help you to become a better leader?

VALUES

- What is most important to you in life? How can we help you enjoy more of it?
- What inwardly motivates you?
- How can we help you achieve satisfaction beyond just salary and bonus? How can we help you achieve extraordinary goals or values?

The most important part here is to ***keep the questions simple and just listen.*** Let them answer and try not to guide them. Make sure to ***discuss values and goals and motivations.*** If you ask too many questions up front the process can become daunting and the answers watered down.

If you can manage to do this properly and learn what really motivates your people, you can then offer them incentives that far outweigh cash or bonuses...

allowing you to recruit, hire, and retain your top talent. It takes time and effort, but it may be the most important conversations that you have as a manager.

2 › SET CLEAR AND MEASURABLE GOALS

It is so much easier to stay motivated when you know where the finish line is. Providing your reps with suitable quotas, targets and goals is an essential part of sales leadership. If your employees know what needs done, they'll get it done.

Motivation is the backbone of employee success because people who are engaged in what they do will perform at a much higher level than their peers who are just trying to survive the 9–5.

If people have clearly defined goals and know what they are expected to achieve, it's much easier for them to be motivated about their progress and performance. But keep in mind, you'll need to reward them for reaching and exceeding goals.

3 › SHOW PROGRESS

What you focus on is what you get. People want to know how they are performing on the targets that you as a manager have set for them. ***Goals and expectations are almost useless if you can't provide progress updates.***

Leaderboards, metrics, dashboards and as much information as you can possibly provide to them will keep them motivated by allowing them to see exactly where they stand and what they need to do to reach targets.

4 › DON'T OVERBURDEN

Ensure that your sales reps' quotas are tailored to each individual's abilities. If they need to step it up a notch, be sure to provide proper coaching and resources. ***Give them tasks and allow them the flexibility to get it done.*** The fastest way to burn out employees is by micromanaging them. Instead, set goals, show progress and let them create solutions.

5 › PROVIDE SENSE OF PURPOSE

People want to be a part of something bigger than themselves. How does your product solve a problem? What is the bigger picture? How are they making lives better? What is the mission of your company? All of these are vital questions to answer if you want to hire and retain top talent.

People work best when they are intrinsically motivated. ***So, make it clear exactly what you stand for, what problems you solve and what your sense of purpose is.*** If you can do this effectively, your job as a manager will be much easier. People spend at least 40 hours per week of their life at work so it's important for them to feel connected to the objectives.

6 › RECOGNIZE AND REWARD!

What's the point of setting and reaching goals if you don't celebrate? Sales reps work hard and are under constant pressure to meet quota. When goals are met and expectations are reached, managers need to properly reward and recognize performance.

> *Sales reps need two things: money and recognition.*

Sales reps need two main things: money and recognition. Neither one is enough by itself. So, in order to keep your sales teams crushing quota, at the end of the day you will still need to reward properly and publicly acknowledge their achievements.

Celebrations should start at the top and trickle down because it's hard for employees to be excited if managers aren't. So, get fired up, make work fun and inspire your teams to get in on the action!

Recognition is a low cost, high impact way to boost engagement, motivation, and company culture. In the Gallup article cited here, most employees state that their most meaningful recognition comes from managers or the CEO. However, a large percent also cited peers or customers as their most memorable source of recognition.

Increasingly, companies are finding that a bottom-up approach of peer-to-peer recognition may actually be more effective than pushing praise from the top down. **In fact, peer-to-peer is 35.7% more likely to have a positive impact on financial results than manager-only recognition.**

Peer-to-peer is

35.7%

more likely to have a positive impact on financial results than manager-only recognition.

SHRM/Globeforce Employee Recognition Survey, 2012

Additionally, a recent research by the Harvard Business Review links loneliness and depression to lack of social support at work. Specifically, social connectedness in the workplace can greatly improve self-esteem, respect, and happiness amongst co-workers.

According to a recent UK study, *companionship and recognition are even more important than a high salary.*

Peer-to-peer recognition is critical because it creates a horizontal engagement and motivation structure, rather than top-down. Motivating employees is a critical part of any manager's job. This task is much easier with buy-in and support from the ground level, as a result of a strategy that effectively empowers goal setting and celebrations.

> *"Peer-to-peer recognition is critical because it creates a horizontal engagement and motivation structure, rather than top-down."*

7 › KEEP THE MOMENTUM GOING

Once you've got a strong motivation structure in place, you've got to keep those fires burning. Momentum can make it feel like you're riding the wave, with everything seeming to move on effortlessly. However, momentum is often tricky and seems to disappear at a whim. Here's how to build and maintain momentum that both keeps activity coming and celebrates success.

Management needs to understand how to keep momentum going in two ways:

1. How to keep deals moving through the pipeline – if they are dead, that's fine... mark them dead and move on to other conversations that will generate revenue.

2. How to keep the momentum of celebrations going – if your sales teams are not celebrating the wins together, then you are losing out on an incredible amount of powerful forward momentum that will help close more deals.

To make this happen, every stage of the sales process needs to have a clear definition. Without clearly defined stages, deals tend to disappear into the abyss and eventually die. Every CRM should be structured in way that allows everyone in the sales team to understand exactly what stage deals are in and to see when they are "rotting", so that proper action can be taken.

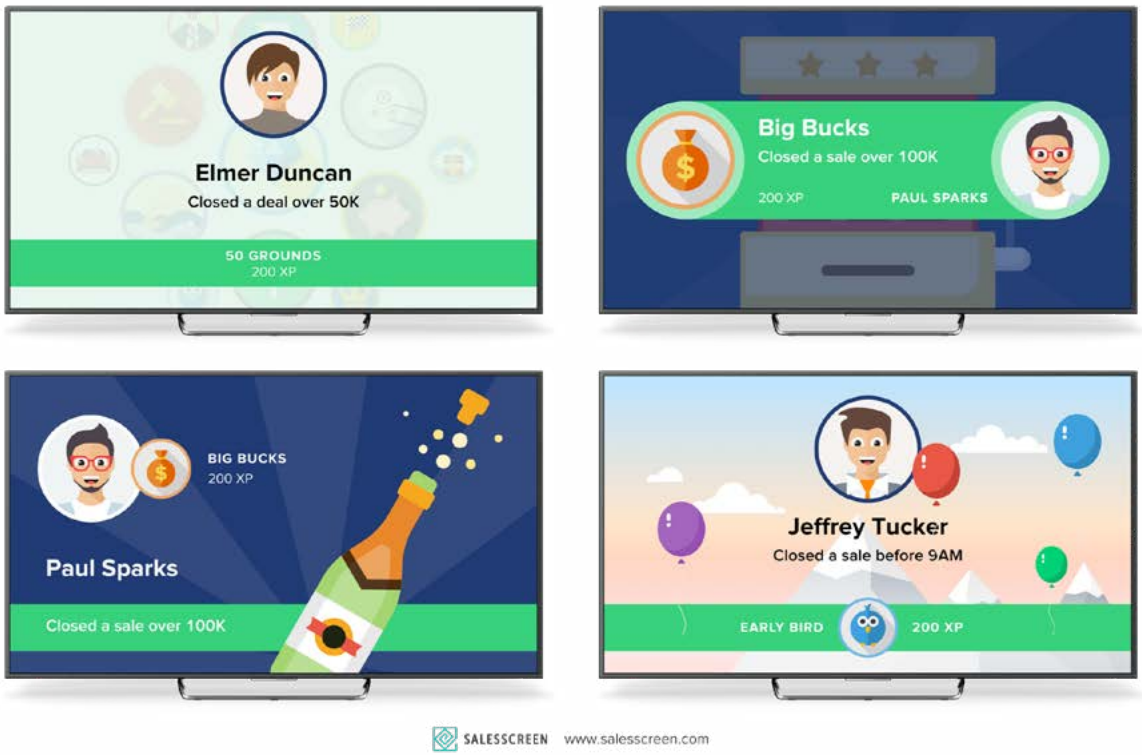
Gamification and sales enablement software help sales leaders to address and fix both of these common types of drop in momentum.

The first type – keeping deals moving in the pipeline - can be addressed by linking particular actions to clear tasks and rewards. For instance, there can be a competition on moving deals from one stage in the process to the next, or on following-up on offers sent. Simply set a celebration template or reward to go along with the desired behavior and watch the momentum pick up. Offering small prizes over the course of a day or week such as a bottle of beer, movie tickets, chocolates or lunch is a good start to incentivize the cleaning up of accounts.

The second momentum type – leveraging the power of positive forward momentum – can be addressed with celebrations on TV screens, fun leaderboards, and real-time competitions that get people's blood pumping to complete the next activity. Weekly or monthly competitions with varying incentives tend to work great for keeping the momentum going... especially if you have some top tier gifts such as bottles of wine, jerseys, sports tickets or gift cards that can really stoke some strong competition.

> *Momentum allows growth to expand with ease, seemingly without the need for constant stops to regain traction. So, rather than letting momentum slip away, find ways to incentivize your teams to keep the momentum going.*

The difference between mediocre organizations and great ones lies in the leaderships' ability to bring in talented people, clearly define objectives, and then harness the momentum of each small win into a thunderous storm of continued successes built on top of each other. If you'd like to learn how to make this a reality, contact us to learn more.



CONCLUSION

How organizations choose to hire, onboard, and motivate their employees will determine the difference between success and failure. Over the course of history, the art of sales itself has not necessarily changed much; however, the tools and processes are rapidly changing and it is necessary that management is able to keep pace with the times.

In almost all organizations, the company culture will be a direct reflection of the leadership. Whether that culture is the dull, boring, gray sales office or a bright, vibrant, fun atmosphere of recognition and celebration is entirely up to you.

However, we can promise that with the latter comes a culture of mutual celebration, peer-to-peer recognition, and success.

Motivation is about more than simply cash incentives or carrot and stick rewards... it is about passion, sense of purpose and teamwork. Hiring highly motivated people who are purpose-driven is a great start, but it is not enough. You need to keep them and give them a reason to stay that surpasses compensation alone.

In order to do this, you must create a work culture that resembles the bonds of family, one that sticks together and supports each other through the thick and thin or ups and downs of the business cycle. It is, of course, much easier to make a good organization great than it is to retroactively turn a toxic organization into a great one.

Gamification and sales enablement tools can help enhance your company culture, performance on targets, or employees' overall outlook. When paired with a great hiring and onboarding process, effective coaching, and regular rewards and recognition for achievement of objectives you truly can build a purpose-driven workforce which shares common vision and identity, therefore creating a continuous cycle of motivation and respect.

Thanks for reading. We hope this eBook has been insightful and motivating. Our goal is to help create high-performing teams all around the world and we hope you'll join our family of loyal customers and partners.

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