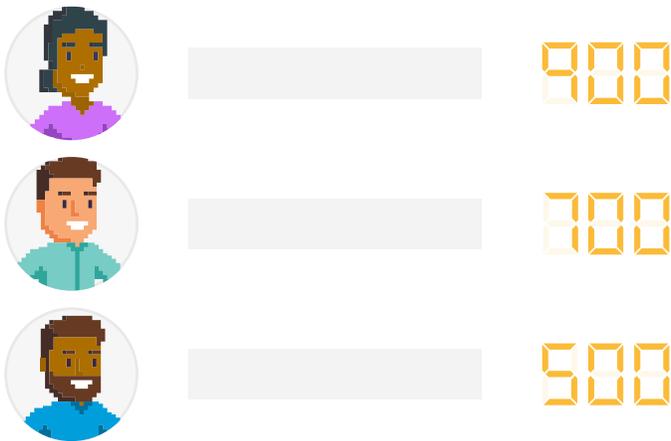


# SALES LEADERBOARDS

2019



## 16 Creative Sales Leaderboard Ideas



Sales leaderboards make your sales team's quotas, targets, and goals visible to staff. They tap into a sense of friendly competition to encourage your sales people to perform at their best. Most importantly, they add an element of fun to measuring performance. Though they're usually found on a whiteboard in the staff area, sales leaderboards can be run digitally, either through a spreadsheet, or a dedicated solution like [Arcade](#).

### **Remember to mix it up.**

Leaderboards tracking sales revenue per salesperson are extremely common in sales teams, but there's a risk that tracking the same thing each month could become stale. The best way to keep your team engaged with leaderboards is to vary the format, and to vary the rewards that are available for salespeople who conquer the leaderboard.

### **Leaderboards are not one size fits all.**

While encouraging friendly competition works for many teams, it won't work for all teams. Before implementing sales leaderboards, have a chat with your team about the kinds of leaderboards that will work best for them. Instead of pitting sales people against each other, leaderboards can track personal bests, or progress toward team goals. This resource includes ideas for leaderboards that encourage improvement as well as competition.

## Vary the rewards on offer.

In addition to varying the kinds of leaderboards you run, varying rewards can also make an old leaderboard feel fresh and interesting again. Leaderboards should be aspirational, encouraging your sales staff to put in the next level of effort. The rewards you offer should be commensurate with the amount of effort required to gain them, ranging from a box of that person's favourite treat for small achievements, to an all expenses paid weekend getaway for reaching a huge milestone.

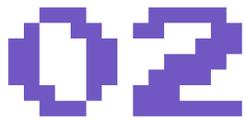
If you haven't introduced leaderboards in your organization, or your old leaderboard formats are feeling stale, here are 16 ideas for fun and innovative leaderboards you can try.



## Personal Bests Leaderboard

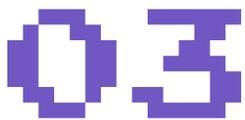
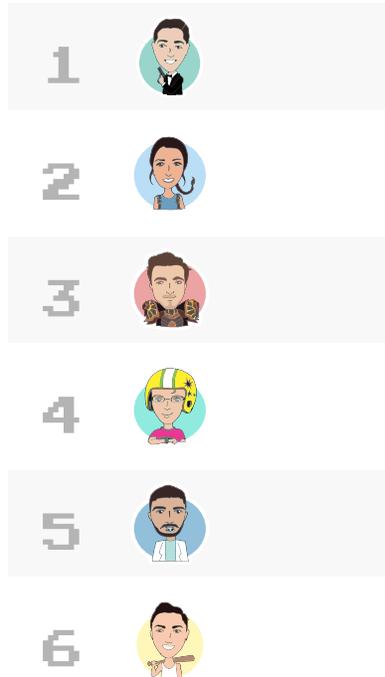
This is a leaderboard which works well over a longer time-frame, with the possibly for a larger reward at the end of that timeframe. For example, you may reward the salesperson with the highest personal best month after the leaderboard has run for a year. The personal best should track against the most important metric for your organization, whether that's leads generated per week, sales revenue per month, or the number of demos set per quarter. For less competitive teams one alternative is to reward the salesperson who improves their personal best the most over a specified period of time. This kind of leaderboard will incentivize improvement among your lower performers, who may not otherwise have a chance to win on a more traditional leaderboard.



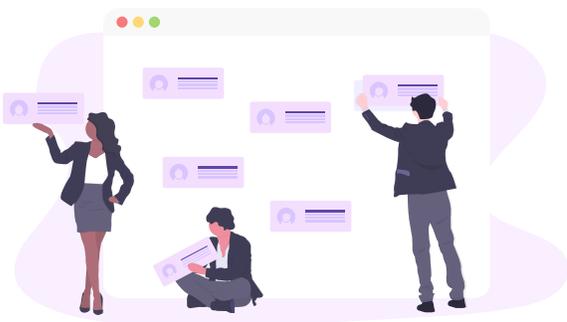


## The High Scores Leaderboard

A variant on the personal bests leaderboard, this type of leaderboard tracks the highest scores recorded against your key metric (leads, sales, demos, and so on). For example, the high scores leaderboard might show the highest recorded sales months across all salespeople at your organization. The same person might have several entries on the leaderboard if they've had both the highest and second highest sales months, for example. You can amp up the old-school arcade game feel by displaying the salesperson's initials next to their high score. Better yet, make your prizes video game themed, such as a Pac-Man cake for small achievements, or a pinball machine for a massive milestone.



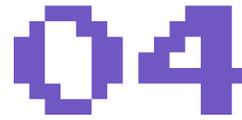
## A Progress Chart Leaderboard



A different kind of leaderboard, this one involves visualizing each person's progress toward their goals as a chart. You might choose to reward the person with the best progress overall, or the person who is showing the most improvement in the pursuit of their goals. There are two advantages to this kind of leaderboard: it gives you flexibility to spread rewards around, and not just reward the same high performers over and over again, and it also gives you high-level visibility on performance trends in your team.

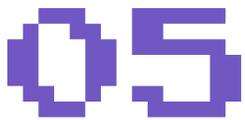


Nothing quite like leaving early on a Friday.



## 7-Day Leaderboard

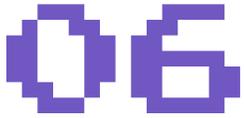
A fun leaderboard variant that is perfect for boosting performance over a shorter time period, such as during a sale, promotion, or focused drive toward an important metric, such as the number of cold-calls made. The leader at 3pm on Friday gets to take off early. If you're doing this on a team basis, the winning team all get to leave early on Friday together.



## Daily Sales Leader

You can offer smaller prizes for leaderboards that track metrics over a shorter timeframe, such as a single day, or even a single hour. Shorter timeframes are more subject to factors outside of the salesperson's control. They may make a big sale that day due to luck rather than skilled performance, or have a bad day for the same reason. However, if the reward is small enough (a box of chocolates, or a small value gift card, or bottle of wine), it's unlikely to matter. This is a fun way to break up the week, or the day, and inject some extra energy into your team.





## Customer Feedback Leaderboard

This metric emphasises quality of customer experience over gross sales. A salesperson who provides an excellent customer experience may not have huge months, but may contribute a great deal of revenue over time by encouraging repeat customers. If you ask your customers to give feedback about specific salespeople, such as through an after-sale survey or NPS, this is an opportunity to reward your salespeople for quality of customer experience rather than volume of sales. This is a great leaderboard to use when sales are already good, but you feel that there isn't enough emphasis on excellent customer service.

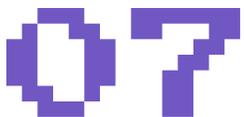
Which part of your experience did you most enjoy today?

- Music
- Associate assistance
- Checkout

How likely would you recommend us to a friend?

Drag the slider below. 0 is not at all, 10 is absolutely.

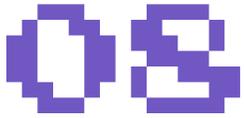
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## Upsells Leaderboard

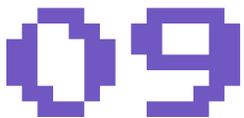
This can be useful for encouraging more upsells of a specific product, like cell phone cases in wireless retail, or extended warranties at an electronics store. The extra focus on upsells will help keep them front of mind for salespeople, so a leaderboard like this is particularly useful if you feel like opportunities for upsells are being overlooked.





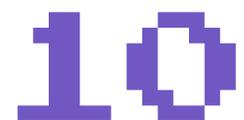
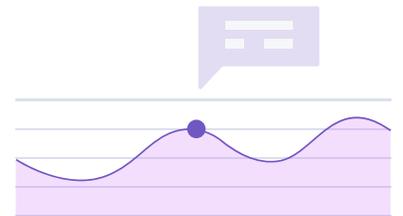
## Lead-Gen Leaderboard

Perhaps your salespeople are doing a great job closing sales from the leads they already have, but not generating enough new leads. A leaderboard based around lead generation can help focus your salespeople on building a solid pipeline. Be aware, this type of leaderboard might be easy to game if your salespeople focus on volume rather than quality of leads. Make sure you have quality-control processes in place for the leads being added to your pipeline.



## Demos Leaderboard

This type of leaderboard is particularly relevant for a SaaS businesses where virtually every sale requires a customer demo. If you feel that your salespeople are generating leads but not converting these leads into demos at a high enough rate, explicitly tracking demos can help refocus the team on this goal.

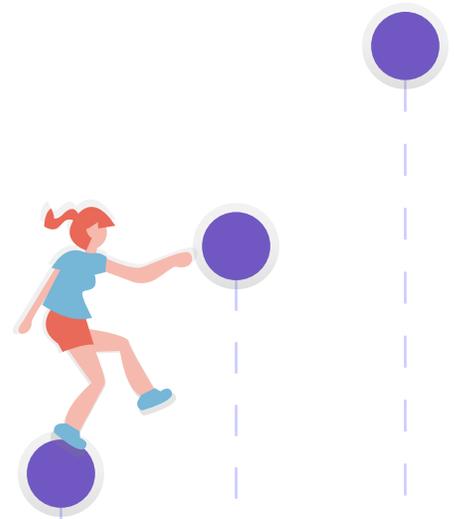


## Customer Loyalty Leaderboard

You can use this kind of leaderboard to reward your salespeople for loyalty program signups, membership signups, or signups to your email newsletter. Any action that increases the likelihood of repeat customers can be tracked on this leaderboard. Particularly useful if you feel like your salespeople are focusing too much on the short-term sale and not enough on long-term customer retention.

# 11 Capture the Flag Leaderboard

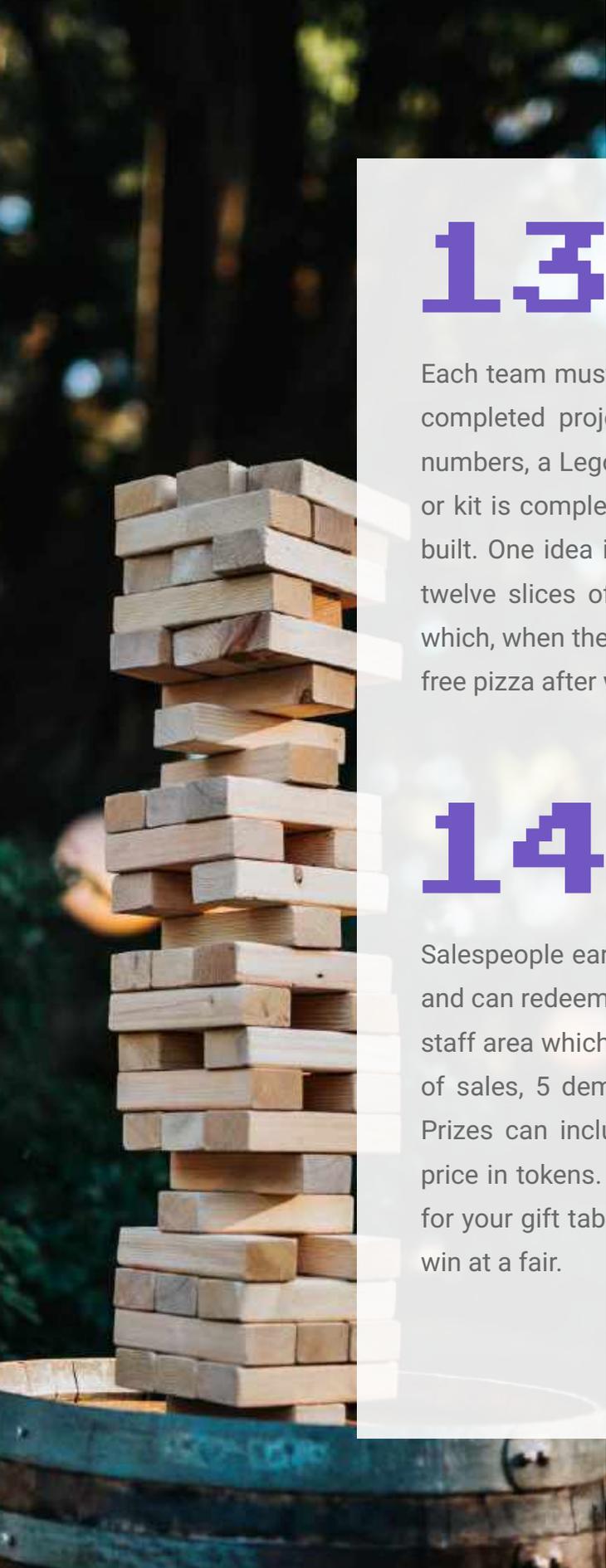
Unlike most leaderboards, which rank participants from first to last, the “Capture the Flag” type leaderboard is inspired by the game of the same name, where the first team to capture the flag wins. Perfect for when you want teams to compete against each other to be the first team to reach a particular goal. There’s no second or third place for this leaderboard type: it’s winner takes all. Some examples are the first team to sell a contract worth \$20,000, first salesperson to sell 50 units of a new product, or first salesperson to set 10 demos.



# 12 Most Improved Leaderboard

This type of leaderboard is most useful when you want to uplift your lower performers. This leaderboard begins on the first day of the month and tracks improvement over the previous month. Each person starts in the red, their last month’s metric converted into a negative number. Each person then works to get into the black, a positive number which tracks the improvement over last month’s metric. A salesperson who made \$12,000 in sales the previous month would start at -\$12,000. If they sell \$13,000 the next month, they’ll hit +\$1,000. In other words, the highest performers from the previous month will start with a bigger handicap. Your best performers will enjoy the additional challenge, and your lower performers will enjoy having a good chance to win by improving their performance.





## 13 Build The Castle

Each team must reach goals to purchase components that add up to a completed project. The components can be sections on a paint by numbers, a Lego kit, or parts of a stick figure drawing. Once the picture or kit is complete, the team wins a prize represented by the thing they built. One idea is to have your team hit 12 milestones in order to earn twelve slices of pizza (represented by a drawing on the whiteboard) which, when the pizza drawing is complete, earns the team a delivery of free pizza after work.

## 14 Leaderboard Store

Salespeople earn Monopoly money, stickers or tokens by making sales and can redeem them for prizes in the 'Leaderboard store', a table in the staff area which displays the prizes on offer. For example, \$1,000 worth of sales, 5 demos set, or 10 leads generated, could earn 10 tokens. Prizes can include gift vouchers, plush toys, and candy, each with a price in tokens. If your budget for this is small, use a fairground theme for your gift table, and stock it with the kind of toys and prizes you can win at a fair.

# 11 MVP Awards

The person with the most points at the end of the sales game period is named the 'MVP'. Points are linked to a variety of actions that further your business, like making sales, generating leads, setting demos, or following up with customers. Actions are assigned different point values depending on their difficulty, or their positive impact.



# 12 Scout Badges

This sales game is a means for each team member to display the 'Scout Badges' they've earned for various achievements. Here are some examples of badges you could create, each with its own small reward. They should require your salespeople to go above and beyond their normal day-to-day routine, and take actions that are different to the norm. Some badges should be relatively easy to earn, while others should be extremely difficult. Here are a few badge ideas:



## Mercenary Badge

Sell competing products from five different brands in one day.



## Pioneer Badge

For B2B sales, set the first demo with a customer in a totally new industry.



## Foodie Badge

For a customer success rep, eat breakfast, lunch, and dinner with customers.



## Sweet-talker Badge

Go from cold intro to sale in a single phone-call.



– *DAVID*

Dave Cherrie,  
CEO & Co-Founder

Here at [Arcade](#), we hope you've been inspired by this list of unusual and creative leaderboard ideas. If you'd like to discuss leaderboard ideas that are specific to your business and your industry, we'd be happy to chat to you about them. Our leaderboard solution makes it easy to create fun leaderboard variants like tournaments, bounties, and races. Better yet, these leaderboards are automatically updated as your salespeople progress toward their goals. Finally, leaderboards can be integrated into an automated rewards program, where your salespeople are given instant rewards when their goals are met.

**Book a time** with a friendly Arcadian to develop the best leaderboard strategy for your organization.

Thank you for reading, and good luck with your sales games!