heed WITH MIGHT & MAIN

ATOMIC SALES

BOOSTING SALES THROUGH INCREMENTAL IMPROVEMENTS AND GAMIFICATION FOCUSING ON ENHANCING DAILY SALES ACTIVITIES AND EFFORTS

COMMIT → **GAMIFY** → **CONQUER**

Atomic Sales is a 3-4 Months Program designed to put your salespeople on **fire**, by pushing their sales efforts with small increments each day which can lead to compounded, impactful results, while transforming your team into a dynamic beehive at the utmost of their productivity and performance

ATOMIC SALES – an innovative sales performance enhancement program stemmed from our Old but Gold “Science into Sales”, Inspired & Uplifted by the principles of “Atomic Habits”

THE CONCEPT

Transform your commercial and sales team into a dynamic beehive, buzzing with energy and driven by competitive GOALS. Imagine the Atomic Sales Program—a 4-to-5-months journey that revolutionizes your team's performance through our innovative Commit-Gamify-Conquer **System**.

This program stems from our proven track record of integrating Science into Sales and is inspired by the principles of the “Atomic Habits” book written by James Clear.

SCIENCE INTO SALES

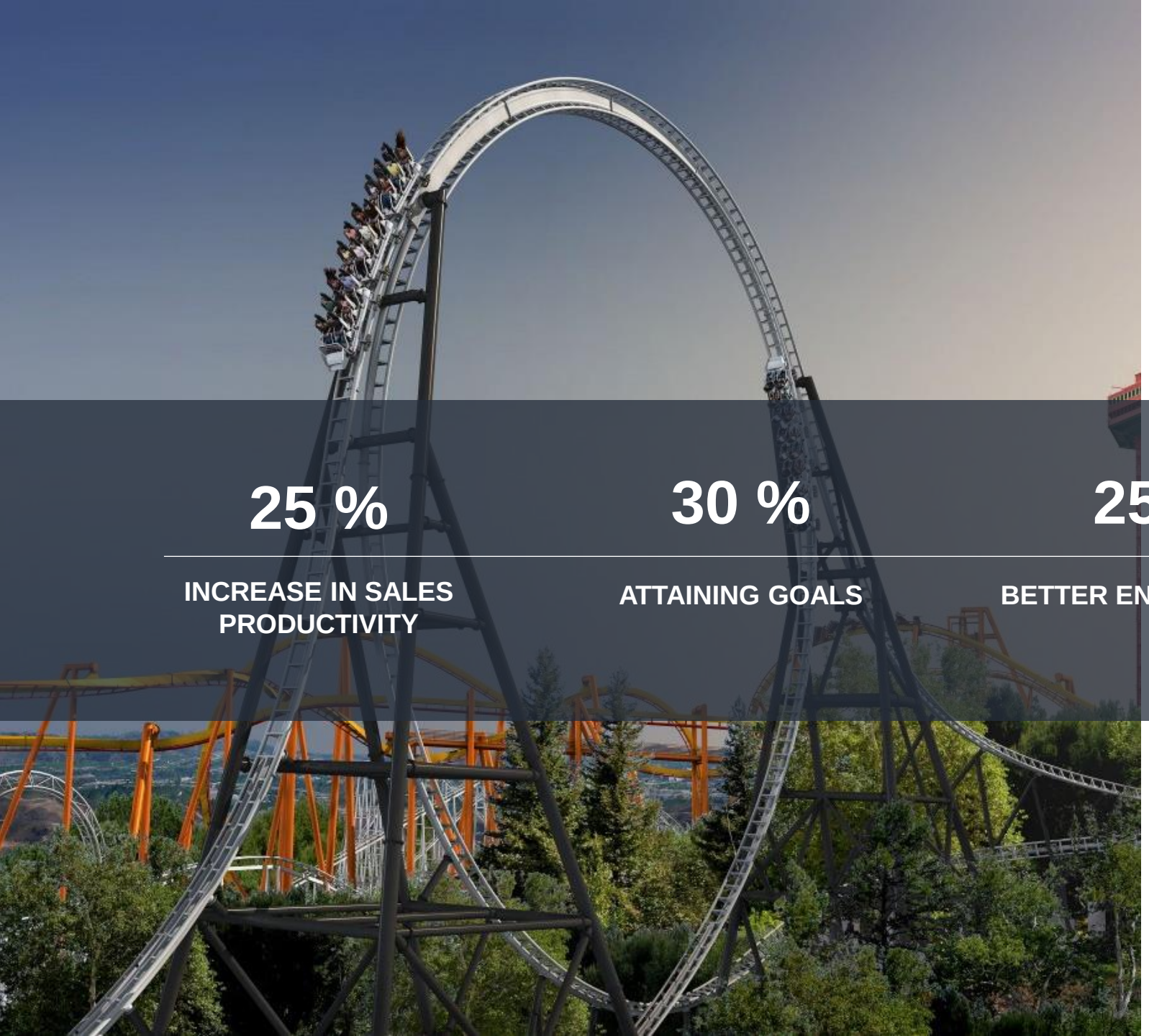
1 **TINY INCREMENTS → MEGA RESULTS**

We believe in the power of data and scientific principles to drive sales performance.
Impact is the compounded interest to those incremental individual front-liners' push on their daily sales efforts.

ATOMIC HABITS

2 **COMMIT → GAMIFY → CONQUER**

The Atomic Sales program draws inspiration from James Clear’s "Atomic Habits," which emphasizes the power of small, consistent changes.
Just as atomic habits lead to remarkable personal transformations, our program creates significant sales improvements through incremental enhancements.



Below are some figures and stats of major results that companies noticed after applying some forms of Sales Gamification.
And from our original "Science into Sales" we had 7-10% Direct Increase on Sales.

We expect high %s with the new Atomic Sales version.

25 %

INCREASE IN SALES PRODUCTIVITY

30 %

ATTAINING GOALS

25 %

BETTER ENGAGEMENTS

7-10%

INCREASE ON OVERALL SALES

Unlock the potential of your sales team with ATOMIC SALES.

Embrace a future where:

1. **Every Effort is Intentional**
2. **Every Habit is Optimized**
3. **Every Goal is Conquered**

Companies' Profile – Below are answers that describe which companies can benefit the most from Atomic Sales

Does your Company fall under any of the below criteria?

Sales Model	B2B SALES	B2C SALES	B2B ACCOUNT MANAGEMENT	STARTUPS with Series A funding	RETAIL & F&B
Description	B2B transactional and recurring sales focusing on smaller, frequent purchases from businesses, emphasizing quick deals and ongoing transactions rather than large, complex solutions.	Businesses that sell products or services directly through a sales and marketing team to the end-customer.	Businesses focusing on sustaining and growing long-term business relationships and identifying opportunities for upselling and cross-selling, aiming to maximize the client's spending share.	Startup businesses in any domain that have gained sufficient customer traction to scale to the next level. Typically, they have secured Series A funding to accelerate growth.	B2B transactional and recurring sales focusing on smaller, frequent purchases from businesses, emphasizing quick, ongoing transactions rather than large, complex solutions.
Your Commercial Team's Size	>20 Frontliners*	>35 Frontliners*	>20 Frontliners*	>12 Frontliners*	>50 Frontliners
Example	enoc, etisalat	stc, Bupa, CAFU	DHL, napco national	Property Finder, nana	IKEA, Arabian Oud, Swiss Butter

Do you have any of the below Challenges you are trying to Overcome?

- SALESPEOPLE BURNOUT
- LACK OF MOTIVATION
- OVERSTOCK STRUGGLE
- INTRODUCING A PRODUCT TO THE MARKET
- COMBATTING RESISTANCE OF CRM ADOPTION

Or Are you seeking to achieve any of the below GAINS?

- ENHANCING ENGAGEMENT
- BOOSTING MORALE
- ACHIEVING GROWTH
- MOTIVATING SALESPEOPLE
- ELEVATING THE TEAM'S PERFORMANCE

*** Frontliners:** *people on your team who deal directly with customers, or who are directly involved in marketing a product. This includes but is not limited to: Salespeople, Account Executives, Customer Service, Customer Success, Marketing, etc.....*

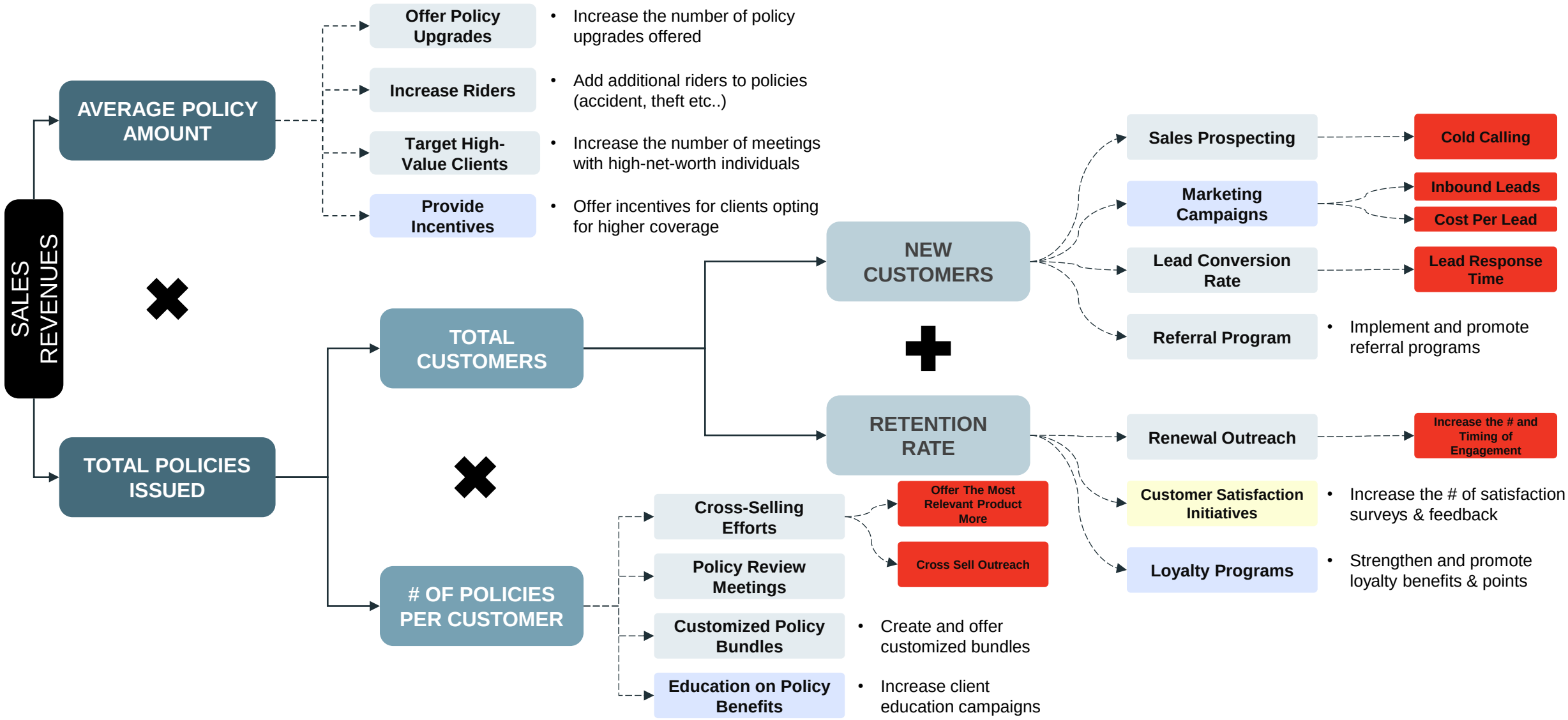
SCIENCE INTO SALES

TINY INCREMENTS → MEGA IMPACT

The Beauty of Sales, is that it can be tangibly quantifiable, but paradoxically, most companies only quantify basic KPIs such as sales targets, volume, and collection.

This is why formulating sales based on your sales model and industry is crucial until you reach the sales atoms that drive those leading and lagging KPIs.

Formulating Sales – In reference to our Revenue Management Library, we will formulate your sales, understand data capabilities and identify potential metrics (sales Atoms) to Push & Focus On



* Sales Department | Marketing Department | Customer Service Department | ATOMS

SALES ATOMS – Sample List for some of those Sales Metrics in the **Retail** Business

Foot Traffic Metrics

- **Store Foot Traffic**: The number of people who enter a retail store.
- **Conversion Rate (In-Store)**: Percentage of visitors who make a purchase in the store.
- **Average Foot Traffic per Hour/Day**: Tracks peak hours or days for customer visits.

Sales Performance Metrics

- **Sales Per Square Foot**: Revenue generated per square foot of retail space, indicating the store's efficiency.
- **Sales Per Employee**: The amount of revenue generated by each employee.
- **Same-Store Sales**: Comparison of sales performance in stores that have been open for a year or more.

Customer Metrics

- **Customer Acquisition Cost (CAC)**: The cost associated with acquiring a new customer.
- **Customer Lifetime Value (CLV)**: The predicted total revenue a customer will generate over their entire relationship with the store.
- **Customer Retention Rate**: Percentage of repeated customers.
- **Average Transaction Value (ATV)**: The average amount spent by customers per transaction.
- **Customer Churn Rate**: The percentage of customers who stop purchasing after a certain time.

Inventory Metrics

- **Inventory Turnover**: The rate at which inventory is sold and replaced over a period.
- **Sell-Through Rate**: Percentage of inventory sold compared to the total available inventory.
- **Stock-Out Rate**: The frequency at which products run out of stock.
- **Days Inventory Outstanding (DIO)**: The average number of days inventory is held before being sold.

Identifying the Metrics – Using our framework and based on the data simulation exercise, we will be able to identify the Top Metric to Focus On that will maximize the Impact

HIGH IMPACT

These initiatives have the potential to greatly impact revenue but are less controllable thus require external collaboration or influence on success.

Referral Programs

Customer Satisfaction Initiatives

Loyalty Programs

Increase Riders

Cold Calling

Inbound Leads

Lead Conversion Rate

Cross-selling Efforts

Cost Per Lead

These are key incremental actions where you can make a significant impact and can drive results directly.

LOW ABILITY TO INFLUNECE

HIGH ABILITY TO INFLUENCE

These initiatives have limited impact and are not within your control. Invest minimal resources here; keep an eye on them for potential shifts.

Offer Policy Upgrades

Marketing Campaign

Renewal Outreach

Policy Review Meetings

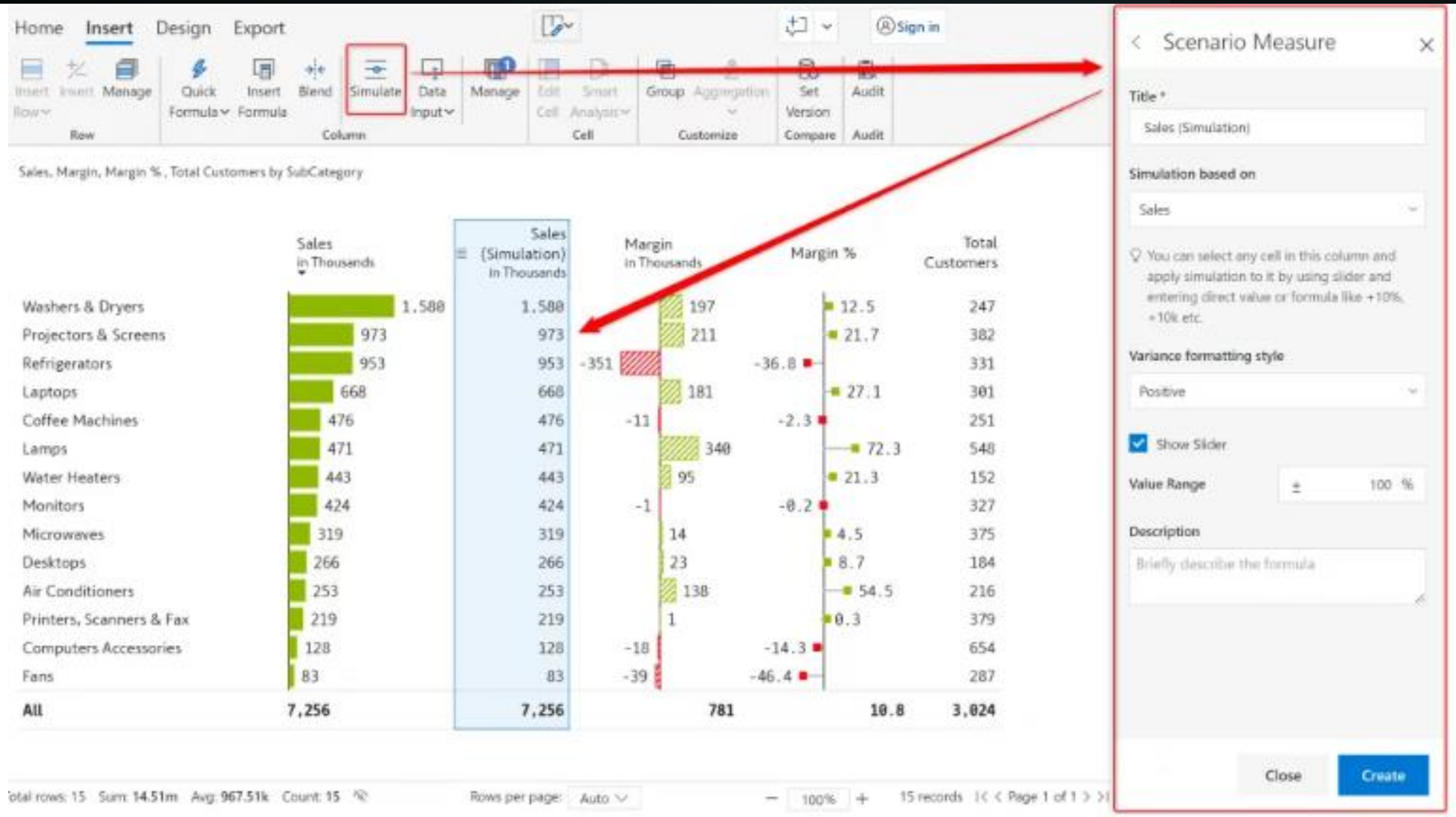
Response Rate

Customized Policy Bundles

These are areas where you can easily make changes or improvements, although their overall impact is smaller. They help build momentum and engagement.

LOW IMPACT

Identifying the Metrics – Using our BI Dashboards, we will then run several simulations on the selected Top Sales Metrics to see the difference in the impact and Finalize the Selection



Our dashboards even allow us to run simulations on several metrics combined.

The reason behind this exercise is because we know a lot of sales efforts can be joint together or have some kind of correlation.

ATOMIC HABITS

COMMIT → GAMIFY → CONQUER

Inspired from the "Atomic Habits" Book by James Clear, Commit → Gamify → Conquer is our Secret Sauce for Building a System to get 1% Better Every Day

"You do not rise to the level of your goals. You fall to the level of your systems."

This relies on fully understanding the psychology of various salespeople and ways to keep them committed, engaged, motivated and disciplined in achieving their goals.

COMMIT through workshops

1

BELIEVE

We conduct workshops by analyzing their performance data and engaging them to understand and trust the recommended incremental improvements.

2

MOTIVATE

We provide them with an overview of the gamification, incentive, and reward system to inspire and motivate them to commit for the new performance targets.

3

COMMIT AND AGREE ON THE NEW INCREMENTS

GAMIFY – Design a gamification system that caters to various types of salespeople in alignment with the set objectives and incremental capabilities

What is Gamification in Targeted Bonuses?

Gamification is very much another way of running a **friendly contest** and goal-achieving challenges. - Turning **sales into a game**.
Thus, transforming essential sales atoms (cold calls, response rate, cross selling ratio, cost per lead, NPS) into an engaging game-like experience. Reps earn points, badges, and rewards for their actions, boosting motivation, performance and productivity.

The Different Type of Components that Draw the Entire Gamification Reward System

Points
Points act as the currency of your reward system. Assign point values to every desired action that can be redeemed from the **Reward Store**.

Tiers and Levels
Create tiers to encourage better performance and help your team members compare stats.

Badges
Distribute different badges based on activities or goals to reward the achievers.

Ring Rong
Have virtual gongs ring with your custom message for the team.

Types of Rewards

2 Environmental Rewards

Environment-based rewards make the office more comfortable or enjoyable for employees who reach or exceed their targets and sales.

2 Financial Rewards

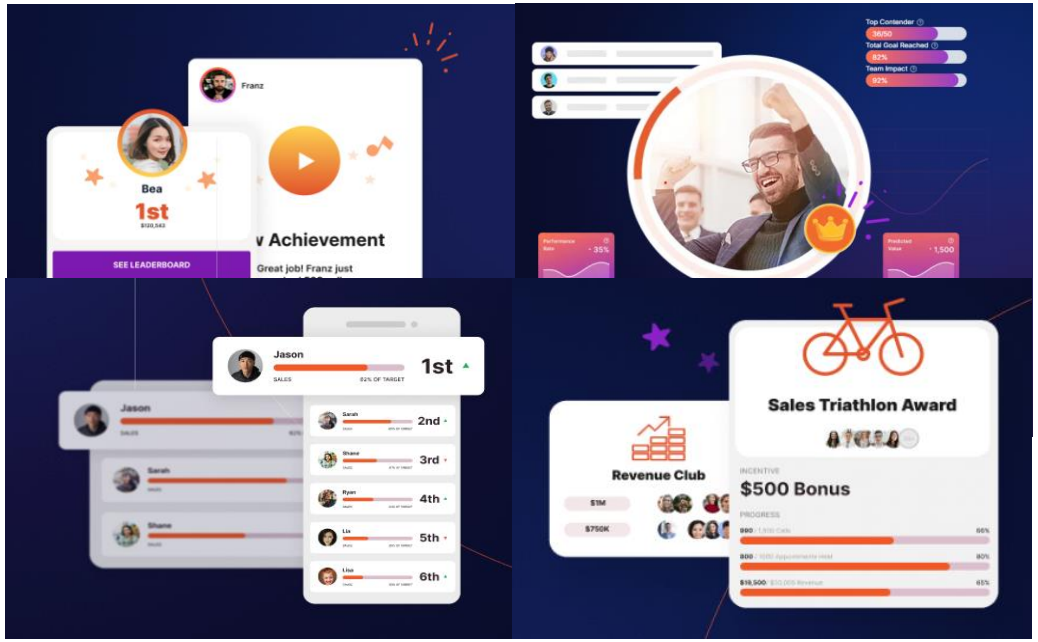
Financial rewards are the oldest and arguably the best motivator when it comes to sales incentives in a high-performance gamified sales environment.

3 Experiential Rewards

Experiential rewards are sales incentives that involve winning a prize and feature some sort of experience, such as travel tickets, sporting event etc.

4 Professional Rewards

For example, the team member with the most sales this year is automatically promoted or receives a tuition credit.



CONQUER – Set a Disciplinary Coaching Cadence to be used by Team Leaders to follow on their Team's Performance, Orchestrate the Wheel and Pull the Strings

Good coaching isn't delivered on the fly. Set your reps up for success by conducting regularly scheduled sessions and utilizing scorecards to ensure they know what to do—and not to do—before the clock runs out.

1

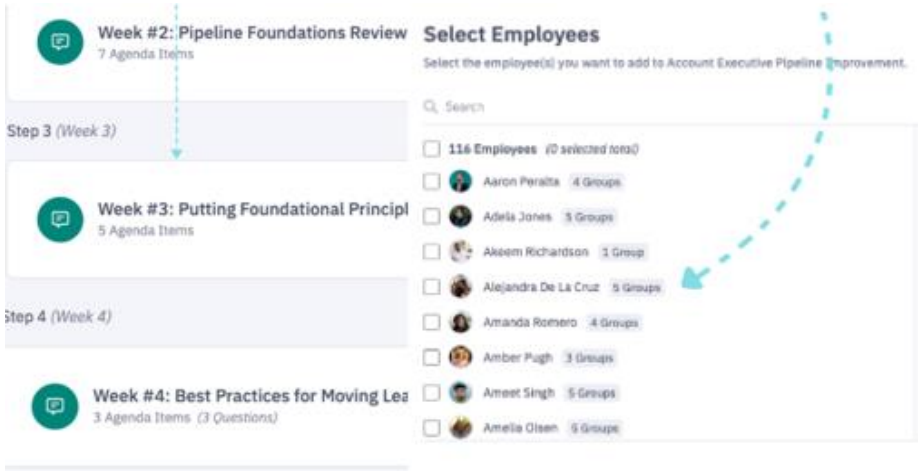
ASK THE RIGHT QUESTIONS

Automate question sets based on established goals, so you go into each session knowing what you need to address to keep your reps on track.

2

CONSISTENCY

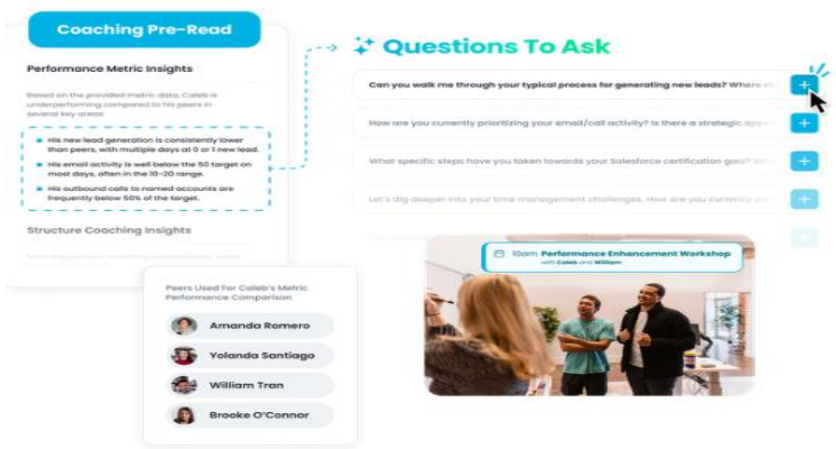
Consistent & Recurring: There is a consistent, scheduled cadence and accountability to the program



3

STRUCTURED & DATA INFORMED

Automatic smart metrics and data inform the program



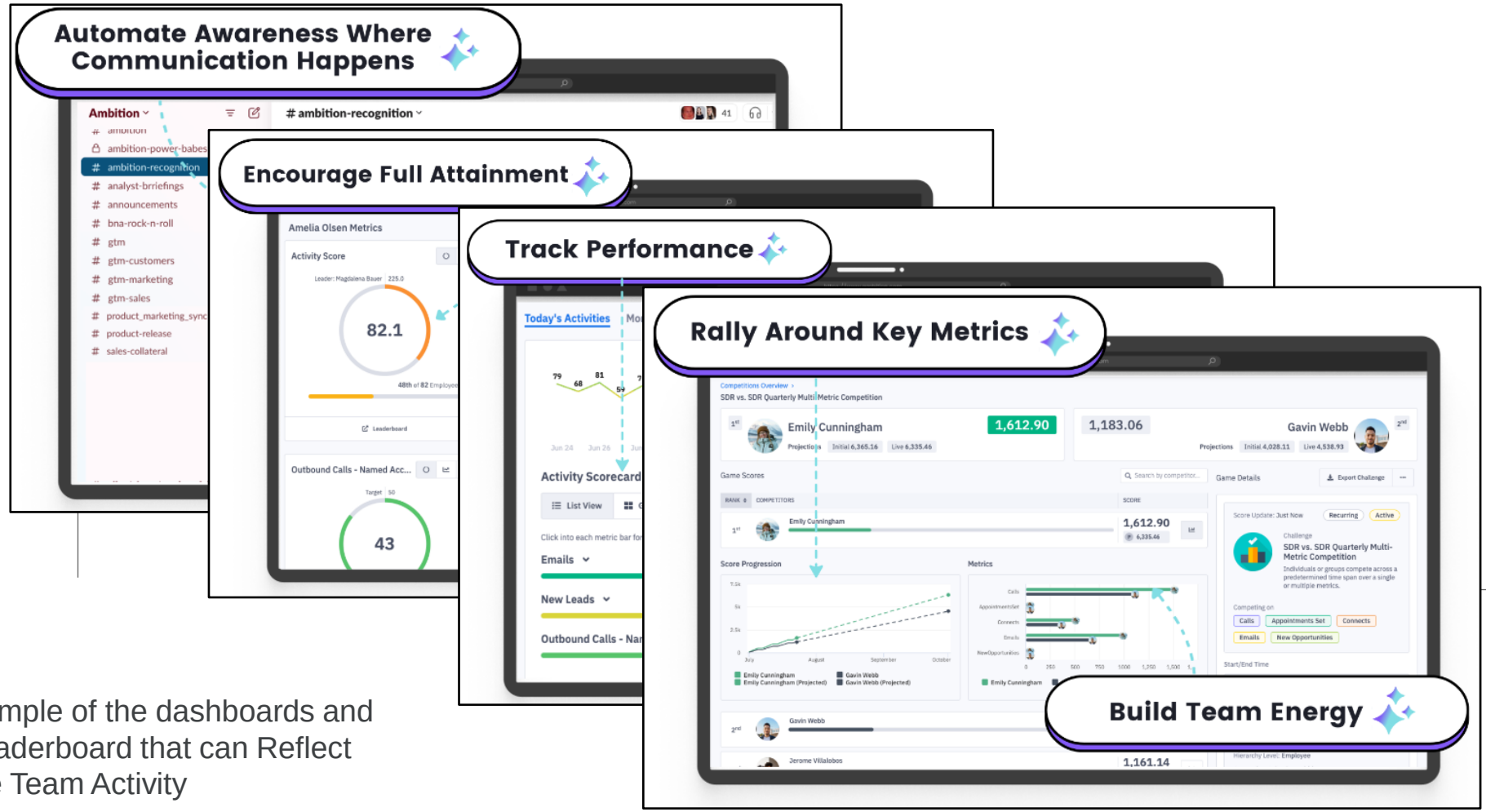
4

FINALIZING THE MEETING DETAILS

Each meeting was then fitted with a detailed objective, a breakdown of the agenda, and a list of required data

NB. Every meeting in the Reporting Framework is between 15 and 45 minutes

INTEGRATE TECHNOLOGY – Think of it like a **FitBit** for your daily activity, that will allow you to create real-time feedback, notifications and visibility for a fun real time engaging competition, allowing leaders to conduct proper Coaching



Sample of the dashboards and Leaderboard that can Reflect the Team Activity

Sample of the dashboards that can reflect the Rally around the set Metric for a specific Sprint with push notifications through their Cell Phone or MS Teams, to build the team energy for the race

WE KICK OFF AND RUN THE SHOW

We make sure to gather the entire team under a big Launching Event, revealing the Name of the Program, Increments, Sprints, Gamification System and Its Reward and a RoadMap of how we will accompany you toward Success.

THE BIG LAUNCHING EVENT

This is where the excitement starts!

Prior to that, we make sure to invite all team members to participate in giving a name for the program, creating instant buy-in and ownership.

Then, the big moment arrives—the grand launch. This is more than an event; it's the spark that ignites a shared energy, inspiring every key player to commit to the journey. With this powerful start, we set the stage for success, fueling the program with momentum from day one.

3 - 4 MONTHS DURATION FROM KICK-OFF

NEXT, WE PRESENT:

- **The Program's Objective:** Laying the foundation for why this matters and what we aim to achieve.
- **Gamification:** Unveiling the strategy that will turn every task into an exciting challenge.
- **The Roadmap:** Providing a clear path forward, and how HEED will guide everyone towards success.

SUSTAINABLE VALUES – Linking each of the courses to the right means of delivery and proper facilitator/trainer, along the set of assessment, quizzes and feedback

Data Mapping

Improved Focus on High-Impact Activities:

Higher Accountability

01 Performance Metrics

02 Data Driven Sales Org

03 Disciplined Culture

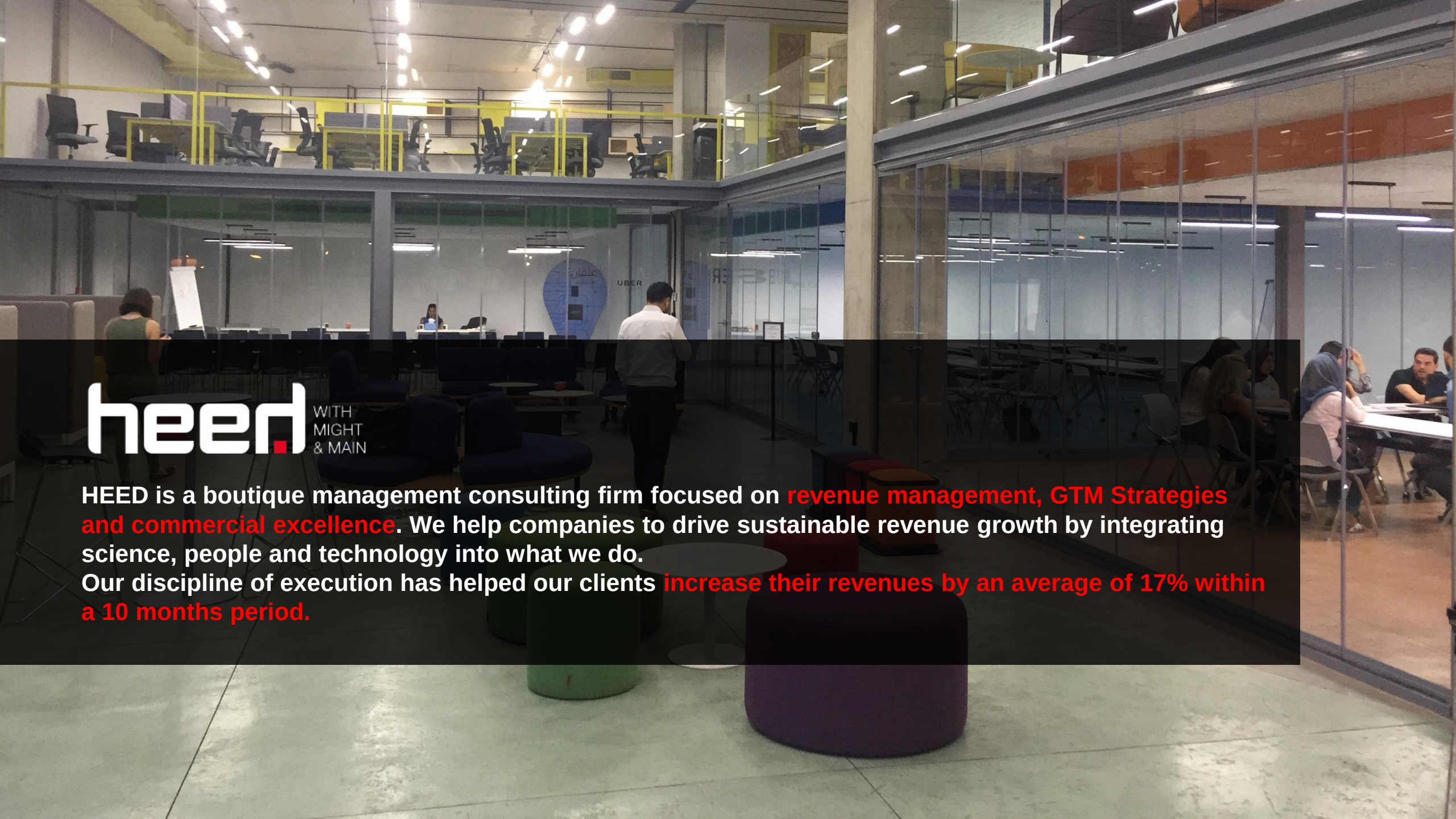
Informed Decision-Making:

Faster Adaptation to Sales Drop Falls and Changes

Consistency in Sales Performance

Better Coaching and Proactivity in Leadership and Decision Making

WE WILL ONLY COUNT IT SUCCESSFUL IF WE HAD AN END PROGRAM CELEBRATION GAHTERING TO REVEAL THE BIG SUCCESS AND GOAL ACCOMPLISHMENTS



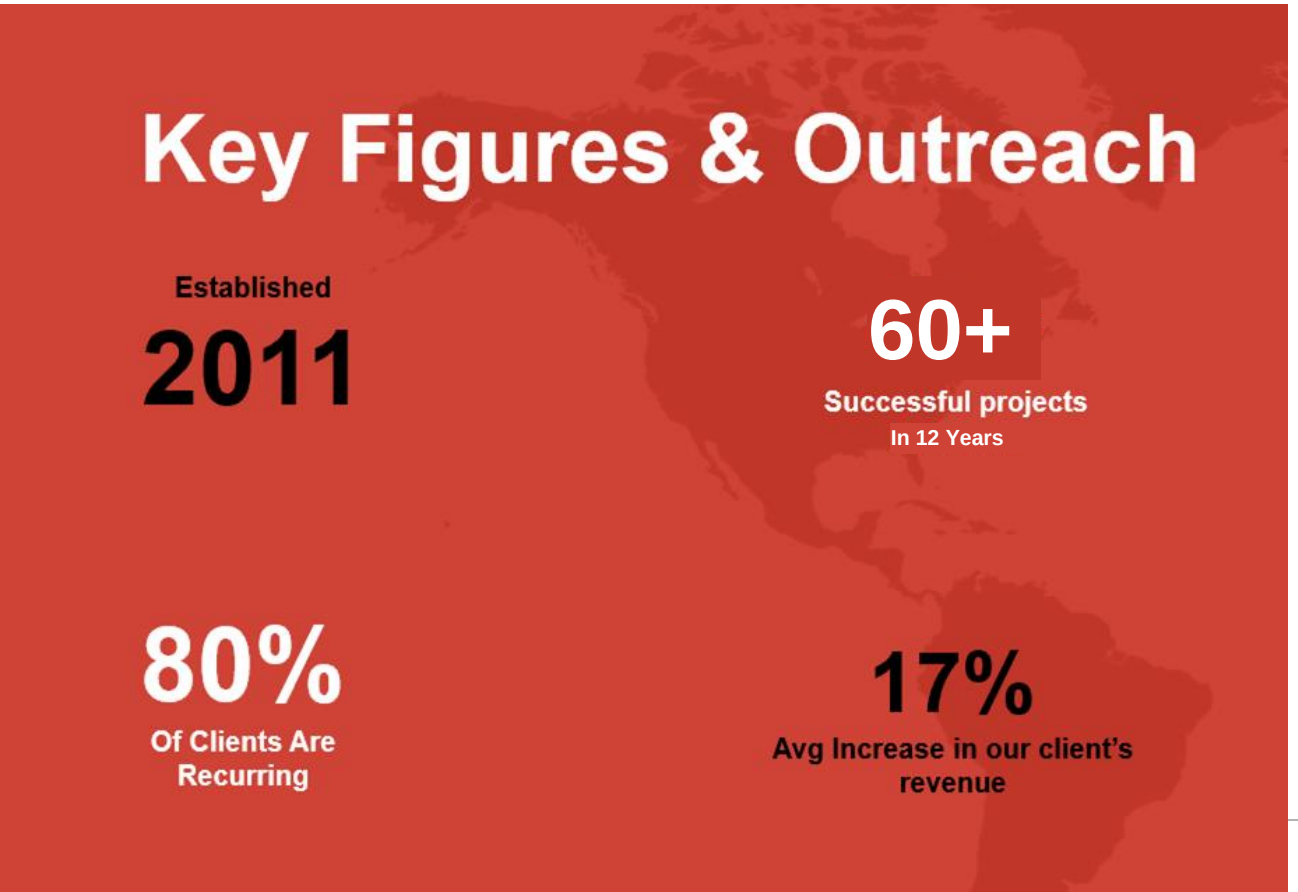
heed WITH MIGHT & MAIN

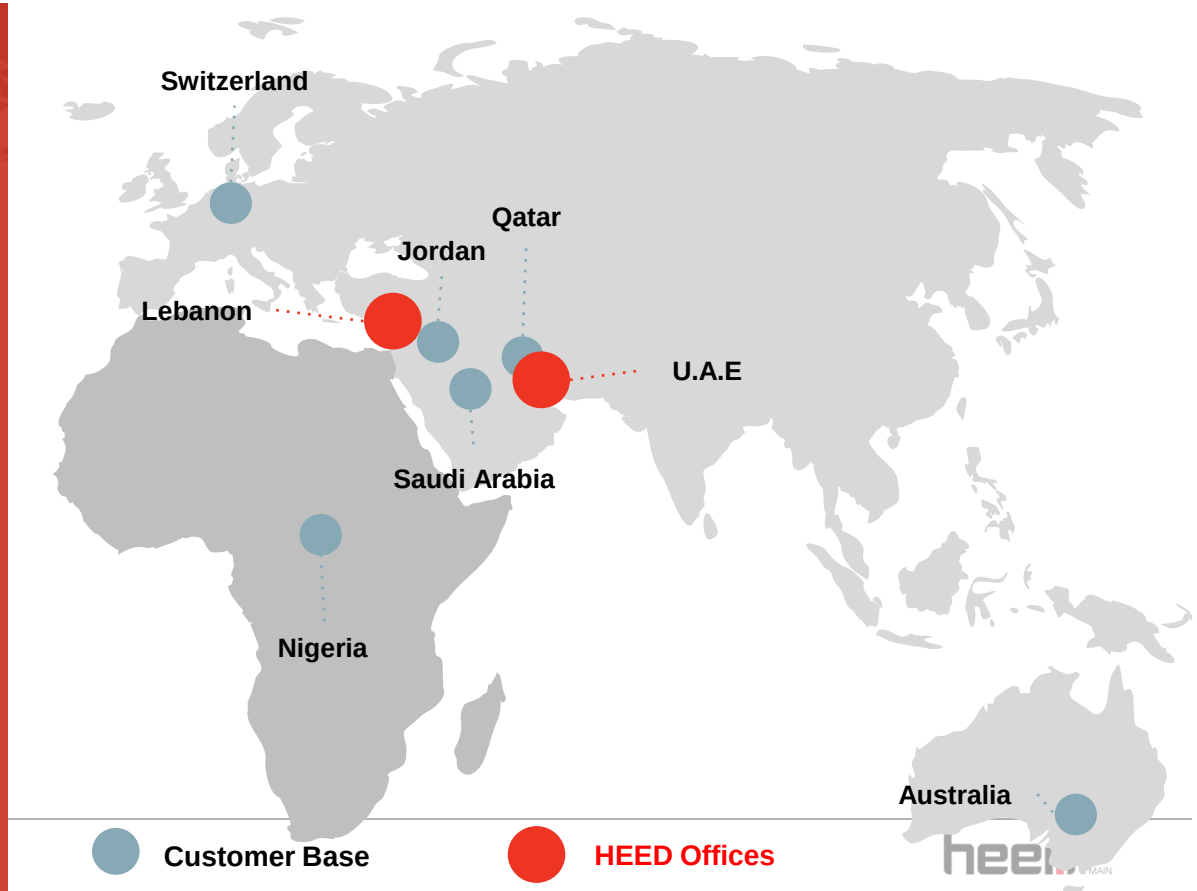
HEED is a boutique management consulting firm focused on revenue management, GTM Strategies and commercial excellence. We help companies to drive sustainable revenue growth by integrating science, people and technology into what we do.

Our discipline of execution has helped our clients increase their revenues by an average of 17% within a 10 months period.

The Testament to Our Expertise – We pride ourselves with a diversified portfolio of success stories.

Our Pride & Success - in various industries, sizes and locations, with a significant increase on our clients' revenues within all executed projects. We believe this is one of the reasons **that 80% of our clients are recurring.**





Selected among the **top consulting** firms in growth & sales transformation in the middle east for the **2nd** consecutive year

Consultancy Middle East
41,618 followers
6d •

What are the Middle East's top consulting firms for growth and sales transformation? We assessed 500+ firms – meet the region's leading players.

Top Sales consulting firms in the Middle East 2023

consultancy-me.com • 1 min read

Client List: Some of our successful engagements, 80% of which are **recurring clients**

KSA & GCC Region

اسمنت اليمامة YAMAMA CEMENT

BAKHEET CO. FOR MACHINERY

شركة بخيت للمعدات

Alessa العيسى Alessa Industries Co.

MORGAN intl beyond professional training

Ideatolife

كلمة kamkalima

masdar مصدر Building Materials لمواد البناء

شركة المصنع العربي لكيماويات مواد البناء ARABIAN BUILDING CHEMICALS FACTORY CO.

BIRD collaborative

MEPEQ

أرومة Arumah Preschool

Berytech The Ecosystem for Entrepreneurs

Jeem

تميز Tamayuz

تاج القابضة TAJ HOLDING

Intl. Markets

Hawkers

travizory

victoire insurance company

SEHNAOUI PLANT GROUP OF COMPANIES

KILZI

utrix S.A.L.

beirut

CROWN FLOUR MILLS

SAMA BEIRUT

Henkel

Kidz Monda A CHILDREN'S WORLD

bluering

BXP Beyond Brokerage

OTHER GLOBAL CASE STUDIES

Below are few case studies that describe the Brand and the scope of the projects alongside its ROI.

P.S> We limited the cases to these brands, although during our research we came across many interesting case studies, but we couldn’t source and find their direct ROI on their Sales and other KPIs.

Case Study 1 – Microsoft adopted a gamification strategy to ensure CRM usage by salespeople

Software Development

Microsoft

Microsoft

One of the largest and most recognized technology leaders globally, with a diverse portfolio of innovative products, from software to hardware. With a presence in over 190 countries and a deep commitment to empowering individuals and organizations, Microsoft is known for driving digital transformation and setting industry standards across various sectors, including cloud computing, AI, and enterprise solutions.

THE CHALLENGE

Microsoft wanted new ways to recognize and reward agents while increasing their productivity. The focus was to change behaviors, develop skills, encourage sales, and drive outcomes.

SOLUTION

Microsoft introduced a gamification strategy to motivate their salespeople to keep track of their data entry role and use the CRM properly through the below mechanisms:

1. **Leaderboards:**
    1. Leaderboards and scoring systems instill a sense of competition. This not only pushes individuals to outperform themselves but also fosters a team spirit that can be highly motivating.
2. **Rewards :**
    1. By turning routine tasks into challenges and offering tangible rewards for accomplishments, humans' innate desire for recognition and achievement is tapped, thereby elevating motivation, and performance

KEY ACHIEVEMENTS

The implementation of the above gamification approach yielded substantial results:

- Increased CRM usage by 55% within the first week
- Boosted engagement and data accuracy among sales teams
- Created a culture of friendly competition that sustained higher levels of system usage

Source: https://salestechstar.com/staff-writers/using-gamification-to-motivate-and-incentivize-sales-teams/

Case Study 2 – Wireless Zone wanted to encourage different salespeople to become top performers

Wireless Services

Wireless Zone

WIRELESS ZONE®

Wireless Zone is an independently owned and operated Verizon-authorized retailer. They are the largest Verizon franchisor in the U.S. with over 400 locations. Known for offering the latest wireless devices and plans, Wireless Zone provides exceptional customer service and expertise in mobile communications, winning the National Customer Loyalty Award for 5 consecutive years.

THE CHALLENGE

Wireless Zone's problem included having the same top performers almost always which led the rest of the team to disengage quickly once they realize they've fallen behind.

SOLUTION

Wireless Zone implemented FantasySalesTeam, a gamification tool acquired by Microsoft, to motivate their salespeople through the below mechanisms:

1. **Sales Team Collaboration:**
    1. Increasing team collaboration, productivity and consequently driving greater results.
2. **Involvement of Non-Sales Employees :**
    1. Through team-based competition and involvement of non-sales employees (such as managers, service, operations, marketing and finance) employees "draft" teams and become truly invested in each other's success.
    2. Individual and team results become highly visible, driving both competition as well as collaboration and creating positive, impactful cultural change.

KEY ACHIEVEMENTS

The implementation of the above gamification approach yielded substantial results:

- 176% increase in total sales.
- 35% increase in sales of targeted products.
- 9% increase in profit during the first month.

Source: https://www.microsoft.com/en-us/dynamics-365/blog/business-leader/2015/08/03/microsoft-acquires-fantasysalesteam-an-innovative-sales-gamification-platform-to-help-organizations-increase-productivity/

Case Study 3 – Acrisure aimed to make its salespeople more proactive and motivated

Financial Services

Acrisure

Acrisure is the world's fastest-growing fintech company specializing in insurance and financial services. With innovative technology and a global footprint, they deliver risk management solutions across industries including Insurance, Reinsurance, Cyber Services, Mortgage Origination and more. Acrisure employs over 16,000 entrepreneurial colleagues in 21 countries and has grown from $38 million to $4 billion in revenue in just over ten years.

THE CHALLENGE

Acrisure's main challenge was making its salespeople more proactive despite being in an industry that is known heavily for referrals. It wanted to create a unique, three-part program to transform new employees into effective, confident, and accountable sellers.

SOLUTION

Acrisure Insurance created Accelerator, a proprietary three-phase Sales Enablement program which tackled their challenge by the following.

1. **Changed Behaviors:**
    1. Influenced salespeople to be more accountable to reach their goals and motivated, even for the long term.
2. **Motivated Salespeople:**
    1. Increased productivity through competitions and leaderboards.
    2. Incentivized sellers through recognition and financial rewards.
    3. Allowed salespeople to set their own goals and ensured individual success through real-time progress tracking and engaging dashboards.

KEY ACHIEVEMENTS

The implementation of the above gamification approach yielded substantial results:

- 45% year-over-year growth in new revenue
- 100% satisfaction rating coupled with enthusiastic endorsements from participants

Source: https://www.salesscreen.com/customers/how-acrisure-achieved-45-yearoveryear-growth-in-new-revenue-using-salesscreen/

Case Study 4 – Best Buy wanted higher numbers of employees to engage in training programs

Best Buy

Best Buy is a well-known multinational retailer specializing in electronics, appliances, and technology products. It is a leader in consumer electronics with thousands of stores across North America and a strong focus on customer service and innovation whether through online purchases, in-store visits or in the customers' homes.

THE CHALLENGE

Best Buy aimed to improve employee engagement in training programs and enhance sales performance across their stores.

SOLUTION

Best Buy created an innovative gamification strategy in 2020 which tackled their challenges by the following.

1. **Interactive Platform:**
    1. Created an interactive platform where employees could earn points and badges for completing training modules and achieving sales goals.
2. **Rewarded Salespeople:**
    1. Rewarded employees and helped them become more engaged which significantly enhanced their productivity and motivation.

KEY ACHIEVEMENTS

The implementation of the above gamification approach yielded substantial results:

- 10% boost in overall sales performance
- 15% increase in employee participation in the training programs

Retail

Source: https://psicosmart.net/blogs/blog-gamification-in-workplace-software-fostering-engagement-and-a-positive-culture-162448

Case Study 5 – Cisco wanted to increase efficiency and encourage collaboration between employees

Software Development

Cisco

Cisco is a global leader in networking and IT. It provides advanced technology solutions (hardware, software, and service offerings) to enable secure and reliable communication and collaboration across industries. It creates Internet solutions that make networks possible, providing easy access to information anywhere, at any time. With a strong focus on innovation, Cisco serves businesses of all sizes worldwide.

THE CHALLENGE

Cisco aimed to enhance collaboration and efficiency among its global workforce, especially in cross-functional and geographically dispersed teams. The company needed a way to encourage teamwork and problem-solving on a large scale.

SOLUTION

Cisco initiated a gamification project including the below:

1. **Competition Platform:**
    1. Created an interactive platform where teams could compete in solving coding challenges and innovative problem-solving tasks.
2. **Encouraged Collaboration:**
    1. Demonstrated a balance between competition and collaboration.
    2. Provided consistent feedback to maintain engagement levels over time.

KEY ACHIEVEMENTS

The implementation of the above gamification approach yielded substantial results:

- 20% increase in project efficiency
- A remarkable boost in team camaraderie

Source: https://psicosmart.net/blogs/blog-gamification-in-workplace-software-fostering-engagement-and-a-positive-culture-162448

Case Study 6 – Mondelēz International aimed to fight sales representatives' resistance to accept digital solutions

Food and Beverage Manufacturing

Mondelēz International

Mondelēz International is an American multinational confectionery, food, and beverage company. It operates in over 160 countries, leading the future of snacking. Its well-known and iconic brands span five categories: Biscuits, Chocolate, Gum & Candy, Beverages, and Cheese & Grocery including Oreo, Cadbury Dairy Milk, Milka and Toblerone chocolate; and Trident gum, making it a global leader in snack food manufacturing.

THE CHALLENGE

Mondelēz International's challenge was to fight the resistance in the minds of the sales representatives to accept adopting digital methods to achieve their goals.

SOLUTION

Mondelēz launched 'Gamification as a Service,' creating three apps in just four weeks.

1. **Photo Contest App:**
    1. Sales Reps must upload pictures of the concerned SKUs at the retailer stores.
    2. The ones that generate maximum 'likes' are announced winners.
2. **Sales Contest App and Quiz App**
    1. They are being used to drive more sales and increase the engagement and collaboration of salespeople towards the company.
    2. Test product knowledge of salespeople and promote product knowledge development.

KEY ACHIEVEMENTS

The implementation of the above gamification approach yielded substantial results:

- 80% adoption rate across different countries for each app roll-out.
- Mobilized nearly 4,000 executives in China, 1,000+ in the Philippines, and 300+ in Latin America.
- Plans to further develop the apps to support Learning & Development (L&D) and New Product Launch evaluations.

Source: https://drive.google.com/file/d/1J_MwU8H-M3JGlUaCrWhJziw5DF6HzNNY/view

HEED | Management Consulting

About HEED

HEED is a sales management and data driven consulting firm focused on driving revenue growth for clients by putting Science into Sales. Whether your sales force organization needs a tweak, an entire transformation, or some sort of optimization, HEED takes full ownership in getting this well crafted and executed through its three main pillars; consulting, analytics and technology. HEED FZ -LLC is a UAE Established Legal Entity serving its clients from its kitchen in Beirut, Lebanon. For more information about our organization, please visit heed-mm.com.

heed-mm.com