

# GAMIFICATION FOR SALES - DESIGN YOUR GAMIFICATION SOLUTIONS

Boost Sales and Business Profitability Through Sales Gamification

23rd & 24th August 2017  
Kuala Lumpur, Malaysia



DELEGATES ARE REQUIRED TO BRING THEIR LAPTOP AND SMARTPHONE FOR THIS COURSE

## Major Benefits Of Attending

By end of this course, delegates will be able to:

- **UNDERSTAND** what is gamification and why it matters to businesses
- **ADOPT** the **GAMIFICATION** + gamification design framework
- **BRAINSTORM** in problem solving with gamification
- **BUILD** and **DESIGN** a gamification prototype
- **PLAY TEST** the designed prototype
- **GET TO KNOW** the psychology of fun and engagement
- **MOTIVATE** customers to accept a game
- **RAISE** awareness
- **BUILD** buy-in
- **INTRODUCE** initial adoption
- **MAINTAIN** and **REFINE** the game
- **IDENTIFY** the business objectives and reasons for using the game mechanics
- **UNDERSTAND** the dangers of relying on monetary rewards and what are the alternatives
- **BOOST** sales with gamification

## FREE TAKEAWAY

Upon Completion of this Course, Delegates will be taking with them the **GAMIFICATION + Gamification Design Framework**. They will also receive an Hour of Free Post-Workshop Consultancy via Skype

## Why you Should Attend?

Learners' understanding of the theory and practice of Gamification for Sales will be developed through the use of variety of learning methods including gamification techniques, lectures, group work and on-line activity, quizzes, videos, case studies, learner-led presentations and role plays.

The goal of this training is for participants to understand what gamification is, how it links to games, how games work and inspire gamifications and how they can design their own gamification solutions. By end of this course, participants will be able to know when and how to employ gamification and have an understanding of what gamification can do for sales and marketing in their organization.

## Who Should Attend?

This workshop is specifically designed for professionals, mainly decision makers, both directly and indirectly involved in B2C sales, including:

- ✓ Business Owners
  - ✓ CEO's, Managing Directors
  - ✓ Chief Sales Officers
  - ✓ Chief Marketing Officers
  - ✓ Chief Technology Officers
  - ✓ Directors, Asst Directors
  - ✓ Presidents, Vice Presidents
  - ✓ Sales Directors
  - ✓ Sales Managers
  - ✓ Sales Agents
  - ✓ Sales Engineers
  - ✓ Brokers
  - ✓ Telemarketers
  - ✓ Supervisors
- ...whom are directly or indirectly involved in the following departments:
- ✓ Public Relation
  - ✓ Communication
  - ✓ Sales Promotion
  - ✓ Sales Administrator
  - ✓ Sales & Distribution
  - ✓ Sales & Publicity
  - ✓ Sales Growth Planning
  - ✓ Sales Operations
  - ✓ Sales Process
  - ✓ Business Development

Organized by: \_\_\_\_\_



"In a time where sales, marketing and customer service are paramount to business success, it is important to have the most up-to-date tools to ease every step towards business growth and to contend with even the largest of competitors."

- CRMGamified® Announces that Hurrah! Leaderboards is Now Available for Salesforce, PRWeb.com, 25th May 2017