

SALESSCREEN FOR THE REAL ESTATE INDUSTRY



www.salescreen.com

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INTRO

In this eBook we will explore some of the major challenges that real estate managers and real estate agents face today. Our goal is to give an overview of the 4 major challenges and illustrate how to solve them with gamification and sales leaderboards.

Chapter 1



How Gamification is Impacting the Real Estate Industry

“87% of all new agents fail after 5 years in the industry and only 13% make it.”

– National Association of Realtors (NAR)

INTRO

The real estate industry is notoriously competitive—and with agents frequently in and out of the office it's common to feel disconnected from each other and the company as a whole. This often leads to poor company culture and lower employee engagement.

With sales gamification, you create visibility and transparency amongst co-workers, employee morale and teamwork skyrocket and, in turn, you become an attractive employer that all brokers want to work for.

Improving visibility and data quality

“

It's not so motivating to look at only my numbers. I want to see how everyone is doing and how I am measuring up to colleagues. That is fun. That allows me to grow, challenge myself and feel like I'm really contributing to our success.”

– Mads Kirkeslett, Real Estate Agent, Proaktiv

Many real estate agencies reported issues with data entry/quality, as well as agents struggling to see their impact within their organization. Through the use of sales motivation software, real estate managers are noticing better data quality and they have a better handle on where their agents are, anytime a day.

Agents also gain a more holistic perspective on how they are performing, and they are able to see how their results are directly impacting the company.

Building team spirit

Since real estate agents are frequently on the road, teamwork and company culture often suffers as a result. Sales motivation software helps bring colleagues together and promotes collaboration.

When information is easily accessible and shareable, agents are encouraged to work together more and celebrate achievements together.



For example, when a broker books a meeting with a potential client it will show on TV screens throughout the office(s). Then, perhaps, a co-worker will notice that it's in an area where they grew up or are especially familiar with, so they can provide useful and relevant information that may help to price the property most accurately and increase the client's overall satisfaction. Win-win-win.

Setting your organization apart

Aspects of sales motivation software, such as leaderboards and gamification will help to differentiate your agency from others. Leaderboards highlight performance and provide a clear overview of company data—prospects, meetings, sales, etc.

“15% of real estate agents say cutting-edge technology is the best way to distinguish yourself as an agent.”

REALTOR STATS

“12% of agents do not formally measure their performance in any way.”

When people are more aware of how they are performing, it is easier for them to identify strengths and weaknesses and adjust accordingly.

They will also know how others in the organization are performing, thus sparking friendly competition amongst colleagues and encouraging bigger and better sales.

Speaking of competition, gamification makes it exciting for employees to compete with their colleagues while simultaneously driving performance on key targets.

It combines recognition, reward, fun and competition, in order to motivate and engage people.



“90% of employees are more productive when they use gamification.”

Do motivation differently

Our mission at SalesScreen is to help build happier workplaces, and to us that means increasing performance on key metrics, promoting good company culture and improving employee engagement. We believe that motivating your employees doesn't need to be a burden, but rather a fun, intuitive and engaging task.



When data is transparent and achievements and milestones are celebrated together, you build a culture of trust and appreciation that inevitably results in happier workers and better sales performance.

Conclusion

Sales gamification is already beginning to have a huge impact in the business world. In fact, “by the end of 2015, 40% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations.” Real estate agencies that are embracing the concept are witnessing positive changes in their sales and brokers alike.

For instance, Proaktiv, one of Norway’s leading real estate agencies, achieved a 34% increase in revenue and a 21% increase in total sales while using SalesScreen to focus on key targets.

Check out their [success story](#) to learn more!

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Chapter 2



Solving Real Estate Pain Points with Sales Gamification

INTRO

“We like to be competitive; we believe it drives more activity and creates an environment where everyone feels awake and alive.” – Mads Kirkeslett, Real Estate Agent, Proaktiv

Real estate is an increasingly competitive industry, in which agents and managers face a variety of pain points. It can be difficult to differentiate your agency from others and to get new houses for sale—as well as to have full control over your team and data quality.

Highly motivated real estate agents list more properties, close more deals and have much higher customer satisfaction scores.

We sat down with a few of our top real estate customers to learn how they're using gamification. Here's what we found...

Problem: “We need a better real-time overview of our sales data”

Solution: Digital sales leaderboards

Most teams struggle to understand their numbers, especially in relation to the company’s bottom-line or the rest of their peers. Part of the problem is that manual data entry is tedious, boring and inefficient.

Many realtors have enough on their plates that they don’t want to be bothered with excessive data entry when there are plenty of other valuable tasks to focus on, such as getting new listings or following-up with potential buyers.

Freeing up time grants for a relaxed work atmosphere, where agents are empowered to tackle their top priorities.

“ 49% of agents work 40 hours or more a week.”

With [sales leaderboards](#), data can be pulled from its original source (whatever CRM or sales management tools you use) and displayed on TV, web and mobile app without the need for double-reporting. This real-time data allows entire teams to be constantly informed of their targets, aware of progress and driving forward to hit the next goal.

Better data quality and greater transparency result in teams who are more structured and more efficient. As a result, rather than getting bogged down by a lack of understanding on personal or team performance, you will have teams who are celebrating the wins together.



Problem: “Sometimes, you hit a streak of underperformance and it can be really demotivating. It can feel like it’s impossible to win”

Solution: Leverage the power of gamification to ensure that forward momentum keeps driving new deals

Motivation can be a struggle in any job. Real estate is no different. Sometimes, agents may go weeks or even months without hitting their targets. It can be depressing and downright scary depending on your compensation model. This can leave even the best employees feeling unappreciated and over stressed. The best solution is to show that other agents are hitting their targets, that the market is not un-winnable and that work is still fun, interesting and motivating.

Data-driven gamification allows you to build a team of highly engaged agents that understand their contributions to the company.

In turn, you will also foster a more positive company culture—people will feel more fulfilled and satisfied with their work, and team spirit will be much improved.

Problem: “Some of our agents are not maximizing their potential.”

Solution: Find what motivates them and leverage it to drive professional growth

Real estate is a competitive market, so agents can often become discouraged and thus not live up to their maximum potential. So why not make the competitiveness enjoyable?

Introducing fun sales contests and leaderboards will help to re-motivate your agents and drive better performance. [Studies](#) show that gamification employs the “reward compulsion loop” and thus compels people to perform better. It also triggers a release of dopamine, which enhances alertness, motivation, attention and learning—among other things.

In combination with these contests and leaderboards, find out what specifically motivates each individual employee and have 1-on-1 discussions to see if there is a way to help them achieve these goals. Some [common motivators](#) include: money, rewards, gifts, professional development and time off. Remember, people will work harder when they feel that the company is actively helping them to achieve personal goals.



Problem: “We run the same boring sales contests all the time and the same people always win. it’s demotivating.”

Solution: See how SalesScreen uses a wide variety of contests that involve randomness, chance, time, and other variables to mix up the winner circle and motivate the middle.

Competitions can be great for employee engagement and motivation, but typical sales contests are often frustrating since the same people always tend to win.

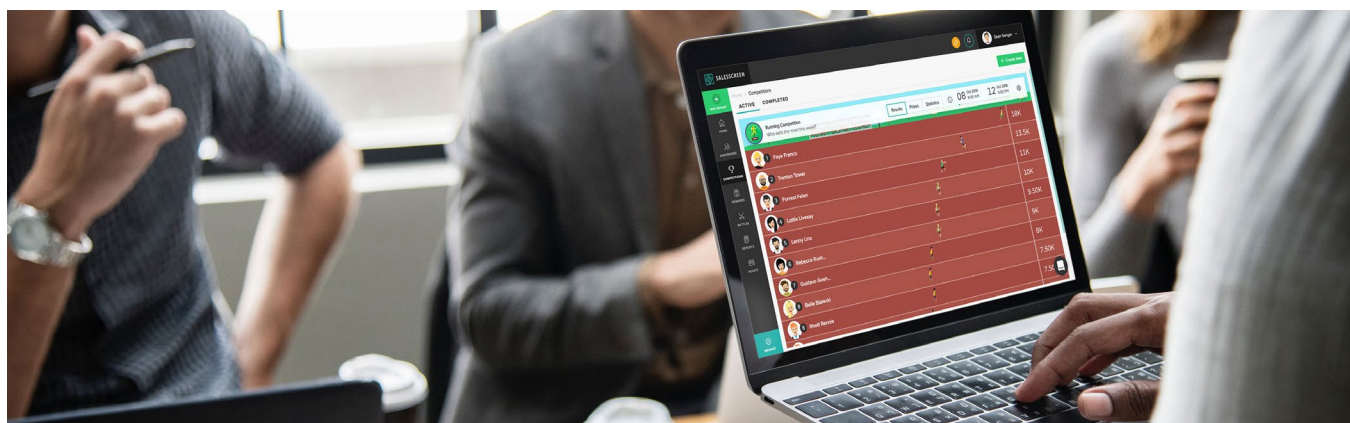
Using customized leaderboards and contests that compare more closely matched agents provides an effective way to keep everyone engaged and encouraging all levels of performers to do well.

Tracking less traditional metrics is also useful. For example, most properties listed on a random day, in a certain area, smallest house sold, etc.

Implementing different types of contests can counteract the frustration of middle to lower performers. For instance, try running team competitions, or even a lottery competition in order to give everyone an equal chance of succeeding.

Keep it fun with what you measure, how prizes are awarded and who can win.

We find that competitions are a great way to spice up the office atmosphere and inspire agents to put forth the extra effort... just be sure you're keeping it fun with what you measure, how prizes are awarded and who can win. if you do this, you'll see a significant increase in the performance of the remaining 80% of your workforce.



Conclusion

So, what does this mean for companies in the increasingly competitive real estate industry? First, it shows that there are some serious problems leading to agents not hitting quota. In fact, according to Forbes, [57% of sales reps missed their quotas](#) last year. However, it also shows that these problems can be addressed efficiently and effectively with the right tools.

Understanding your data, creating clear and efficient KPIs, driving activity with the right incentives and creating an environment of focused teamwork are just a few of the benefits of gamification.

Start digitizing, leverage the power of gamification, motivate your core performers and run fun sales contests to get the blood pumping. **You'll quickly be closing more and celebrating more often.**

Chapter 3



Why SalesScreen Is an Effective Sales Management Tool for Real Estate

INTRO

In our previous chapters, we addressed [solving real estate pain points with sales gamification](#) and [how sales gamification is impacting the real estate industry](#).

In this chapter, we wanted to provide a bit more insight into how our solution can help your organization exceed your sales goals, by digging a little deeper into some of the key concepts mentioned earlier.

With gamification

85% of reps attain quota

51% of new hires achieve their numbers in their first year

Without gamification

78% of reps make quota

42% of new hires meet their numbers

- ABERDEEN GROUP SALES EFFECTIVENESS SURVEY

We'll explain briefly why data is key and how to get the most out of real-time insights. We'll explain how we help you celebrate key milestones. We'll discuss why digital leaderboards, fed by real-time data, are outpacing traditional whiteboards and driving better performance. And we'll explain how we use specialized sales contests to ensure that you're driving activity on the goals that matter most while at the same time keeping them fun by implementing randomness and chance.

Data visualization

In order for data to be valuable, it needs to be easy to visualize and understand for everyone. You need to be able to draw connections between your operations and the results of that work to fully understand how to better your organization. If you are using outdated resources, it will be nearly impossible to do this due to the nature of today's fast-paced information stream. To be successful, you need to see live information and make data-driven decisions.

Data visualization allows you to do make necessary adjustments quickly because you can see how your active operations drive change rather than waiting on the reports to come in. SalesScreen allows you to combine that real-time data with insight to finally understand WHY sales are lagging—for example, maybe another real estate company started running a big promotion or your sales reps are spending too much time trying to turn a “no” into a “yes”, and you may want to design a strategy to tackle these new challenges as quickly as possible.



In SalesScreen, you can create dashboards of your most important data, stream KPI information to TVs, use leaderboards to show top performers and always ensure you are staying updated with push notifications and mobile data on our app for iOS and Android. The more you can make your data intuitive and transparent, the easier it is for your teams to crush their targets.

Celebrations

When everyone is busy at work, achievements that deserve a celebration can easily be overlooked, leaving employees feeling unappreciated and disengaged. Pop-ups on TV screens are a fun way to recognize accomplishments and celebrate milestones together.

With SalesScreen, celebrations (along with a personal soundtrack) are broadcast in real-time on TV screens across your offices, allowing the whole team to work as one—and people to be properly acknowledged for a job well done. The customization aspect of SalesScreen celebrations makes it more than just a standard recognition program and adds priceless value for employees. If you want to blast “All I Do is Win” when you make a big sale, go for it!

“Organizations that give regular recognition experience 31% lower voluntary turnover”

In addition, you can pop champagne, land a rocket on the moon or cash out on the slot machine as just a few of the ways SalesScreen celebrates your biggest notifications.

While all of your sales reports will show on TV, some deserve a little extra recognition.

Leaderboards

There's good reason why you see leaderboards in everything from sports to education to business—they're fun, easy to interpret information from and they inspire higher performance.

BENEFITS:

- ✓ Greater motivation
- ✓ Increased transparency
- ✓ Higher employee engagement
- ✓ Better grasp on key metrics



People are naturally competitive, so seeing where they rank in comparison to their co-workers and peers is an effective motivational tool to inspire personal and professional improvement. And with unmotivated agents being one of the major pain points in the real estate industry, leaderboards are a fitting solution.

SalesScreen lets you decide how you want to visualize your data and what leaderboards to highlight on dashboards and screens. For example, maybe you want a leaderboard showing top sales for your agents and another showing the best performing team. Depending on [what's most important to your organization](#), you can adjust leaderboards and visualization accordingly.

We put our own unique twist on leaderboards and let you display what you want, how you want with a nearly endless list of slides and customizations to choose from. One of our most popular features with our customers.

Competitions

Running competitions is a fun way to increase activity, performance and ultimately profits. It's a great way to give incentives and make daily work tasks more exciting and engaging for agents. And you don't have to have huge prizes in order to motivate your salespeople; they simply enjoy the thrill of the chase and the [recognition from performing](#). **Individual competitions are a great way to drive behavior on a desired goal and team competitions are a great way to boost collaboration, coaching and team spirit.**

As we all know, competitions aren't much fun if the same people are always winning. So, we implement randomness and chance into many of our [sales contest modules](#) in order to spice things up a bit.

For example, rather than always rewarding the person who sells the most, you can issue lottery tickets based on percentage of value sold, and then hold a random drawing at your Friday meeting. Or, you can "roll the dice" to double or triple your report score. You can even have time-based competitions where the person who hold the trophy the longest is the winner.

No matter what your goals, we have tons of way to ensure that you are motivating not just the top 10%, but the entire sales department.

SalesScreen offers a variety of customizable competition templates that are sure to keep things interesting for your staff. When creating a new competition, here are some best practices to follow.

- Track a variety of metrics
- Offer different prizes
- Run individual and team competitions
- Themes!
- Get employee feedback

In addition to competitions, in SalesScreen you can challenge your colleagues 1-on-1 with battle mode. You can choose the type of activity that you want to compete on, which product (or all), set a goal and quickly send the invite on both web and mobile app. **Raise the stakes as much as you want and see who buys lunch or beer on Friday.** Create any bet you want, or none at all.

How you use this fun social feature is completely up to you. But be warned, when the competition ends, the winner and loser will be broadcast on TV's all across your offices (if you choose)!

For some contest inspiration, check out this [blog](#).

SUMMARY

SalesScreen is a powerful sales tool to help you drive performance on key metrics. We want to help you build stronger culture, happier teams and more productive workplaces. Gamification is a brilliant way to track data and celebrate performance on key activities, such as new listings or properties sold.

As a result, you'll have more [motivated employees](#), lower turnover, more celebrations and happier customers.

To learn more, [schedule a demo](#) today!