

# SALES CONTESTS FOR SALES ONBOARDING?

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CardinalHealth



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# IT STARTED SMALL. 3 SALES REPS. 2 WEEKS. 1 SALES CONTEST.

But the results were not. **3** sales reps onboarded quicker and in a more collaborative fashion. In only **2** weeks. Using just **1** sales contest... that led to **570 new sales opportunities**.

So Cardinal Health plans on running more contests around sales onboarding in the future.

**And that's the snapshot. Here's the story...**



**About Cardinal Health:** Cardinal Health is an essential link in the health care supply chain, providing pharmaceuticals and medical products to more than 60,000 locations each day. The company is also a leading manufacturer of medical and surgical products, including gloves, surgical apparel and fluid management products.

# THE WHY BEHIND THE IDEA

As is the case with many organizations, Cardinal had a set process for getting sales reps on board, with detailed steps that add up to three ideas:

Introduce the rest of the team.

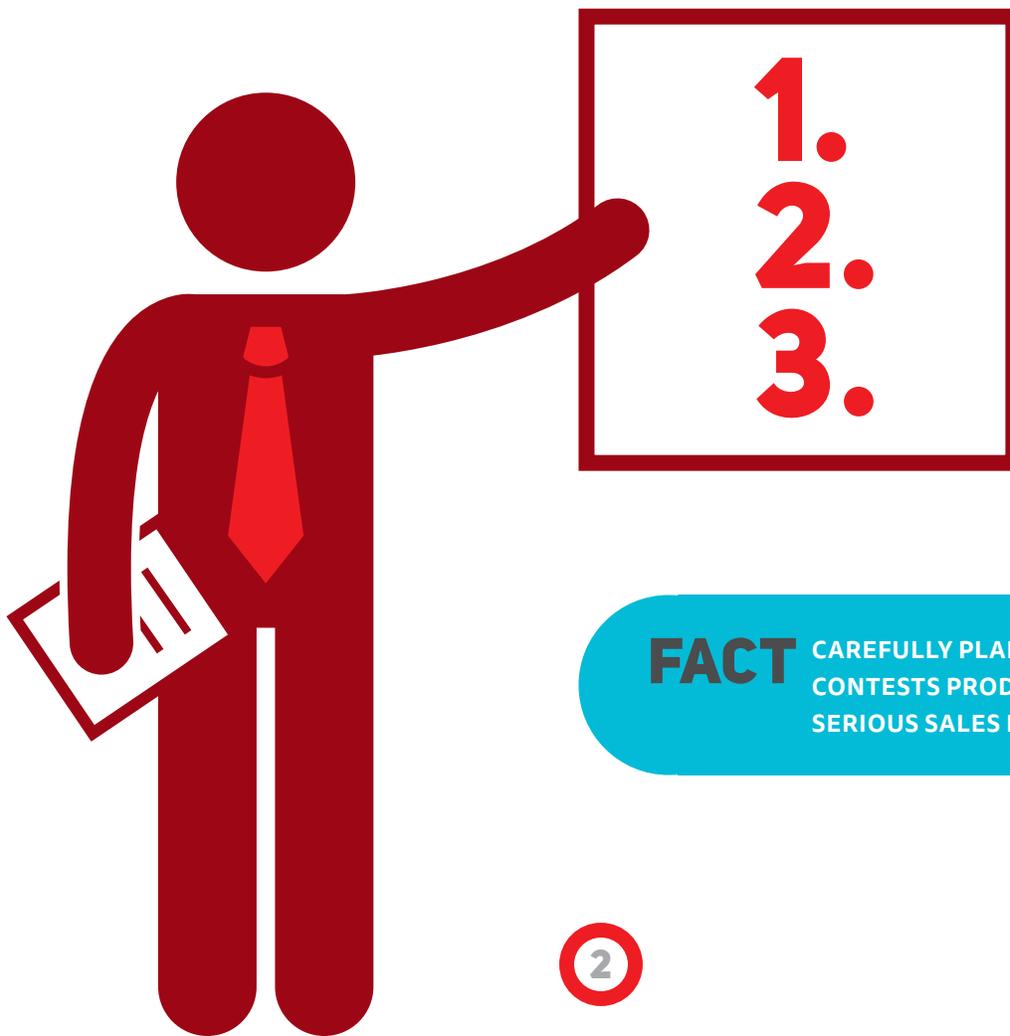
Teach the company offering.

Ease into selling.

Cardinal leadership recently decided to get innovative with that process, though, by adding sales contests to the mix.

The reasoning? Simple. Cardinal understood that sales contests can get your sales reps motivated and focused around key sales behaviors and that onboarding's filled with critical sales activities.

So they designed a sales contest with this structure...



**FACT** CAREFULLY PLANNED SALES CONTESTS PRODUCE SOME SERIOUS SALES MOTIVATION.

# I. PARTICIPANTS

Cardinal wanted a small target group to start. They picked three reps that came on board around the same time, from three different teams – Alabama, Michigan and Louisiana.

# II. BEHAVIORS

In order to select which activities would earn points in the contest, Cardinal sales leadership considered a two-part question:

Which sales behavior is easy to grasp, but will make a critical difference once the new team members learn how to successfully carry it out?

The answer was face-to-face presentations, or demos, of two of their key product lines.

Then instructions around earning points for the behavior were specific: Present a demo within an opportunity you generate, and then log that activity in Salesforce.

# III. TIMEFRAME

Two weeks made sense for a starting point – long enough to create results, but not so long as to jeopardize contest engagement.

So with that, Daniel Raymer, Cardinal's Surgery Center Midwest Region Manager who led the initiative, admits he didn't know exactly what to expect. And the three participants, who had never met prior, wished one another good luck.



# THEN THE CONTEST STARTED.

Here's what Daniel and his team experienced:

## I. **More sales opportunities** – thanks to increased focus and energy

Between the three reps, there were 570 new opportunities generated. Because Cardinal didn't track this specific activity prior to the competition, they had no baseline to compare against.

That being said, Daniel has no question the team became more proactive: "It really caused them to get out and be extremely active, and they were knocking on doors all day long," Daniel said. "It got them really engaged with the focused behaviors we were looking for."

## II. **Quicker learning** – in terms of Cardinal's products and effective CRM habits

Of course, in order to land an opportunity in the first place, the reps had to understand how to pitch Cardinal's offerings. They also had to know those offerings well enough to present them and then understand exactly how they were supposed to log that activity in Salesforce, their CRM platform.

"The more time they're in front of the customer, the more they learn. The more time they're in front of the customer, the more things that fall in their lap," Daniel said. "So, they're getting out there and talking to people and learning and helping the bottom line with opportunities falling in their lap."

## III. **Increased visibility** – into new team members' sales behaviors

Again, no analytics behind the amount of demos run in an employee's first two weeks were tracked before the contest, so the entire initiative offered Cardinal visibility into this data.

"We saw some great results, and I don't think we would have been able to track that as well otherwise," Daniel said.

He and his team can now use this data for a benchmark as additional sales reps join the team.



#### IV. Greater collaboration – both inside each office and across three states

One of the things that surprised Daniel the most? The amount of collaboration he saw.

“At first because they were new they wanted to be polite, saying, ‘I wish you the best of luck.’ By the end, they were really going at it, but in a good way,” Daniel said. “And what we found is that when they were trash talking and recognizing each other back and forth on Chatter that communication was a byproduct of the contest.”

Of course, when Daniel populated contest leaderboards for the entire team to see, it fostered collaboration in internal environments, too. Each location cheered for its newbie.

“It was just a nice way to get these new folks to feel more like they’re part of a team or part of a community as opposed to being on an island,” Daniel said.

So with that, Daniel summed up the experience: “Once they were in, the gloves came off, and we had a lot of success.” And the three participants, who had never met prior, got to know their new team.

Chatter is a Salesforce communication platform that LevelEleven’s app integrates with and promotes adoption within.



**THANKS FOR READING!**



Chat with LevelEleven about how we can help you to onboard sales reps or motivate other key sales initiatives.