

# Increasing Sales Team Engagement through Meaningful Rewards

Cell Marque + Blueboard + Ambition Program Success Story

## Let's Be Brief:



**Partnership Goals:** Increase Cell Marque's sales team activity and engagement to achieve critical [+18% YoY annual sales target](#)



**Contest Details:** 11 week "Fantasy Football" themed sales contest amongst [global sales team powered by Ambition](#) sales productivity platform. Reps were evaluated on sales activity metrics like phone calls, emails, and revenue closed during the contest window.



**Reward Details:** [6 Blueboard Rewards](#) distributed to sales contest winners, across various reward tiers (Tiburon Award given as grand prize)

## Blueboard Impact:



Sales Team activity surged during contest window with reps averaging [110 emails and 50 outgoing calls per day](#), ultimately enabling Lauren and team to [exceed their aggressive quota target](#).



Tons of [excitement](#), [positive feedback](#), and [social sharing](#) amongst Blueboard award winners.

Established in 1994, Cell Marque primarily focuses on producing and marketing antibodies for diagnostic immunohistochemistry (IHC) specifically, quality and innovative antibodies for in vitro diagnostic use to further serve the clinical market. Cell Marque serves pathology laboratories and research facilities globally through a domestic sales force, a team of Technical Consultants, as well as international distributors. Cell Marque encourages intellectual growth and strives to stay on top of current issues in the industry to better serve customers with the newest and most innovative antibodies available.

Partnership Opportunity:

The Cell Marque sales team was facing an incredibly ambitious +18% YoY sales goal for their end of year close. As Q3 rolled around Lauren Hopson, Sales and Tactical Marketing Manager started to see a dip in activity and closed sales, and knew she'd need to do something unique and different to motivate her team towards the finish line. But with a Millennial sales team, she knew that standard rewards like cash bonuses or gift cards wouldn't make the cut.

"Our team's really young, but our methods and reward systems were old fashioned. Doing the same old thing wasn't going to make an impact."

Lauren Hopson, Sales and Tactical Marketing Manager



In reading up on ideas for innovative sales contests and best practices for motivating and engaging teams, Lauren found Blueboard. In partnership with Ambition, Lauren found the perfect solution: the ability to host a cool, data-driven sales contest with a new and engaging reward system.

Lauren themed her November-December contest around Fantasy Football in spirit of the college football season coming to a close. Through the Ambition platform, sales reps were able to face-off in weekly head-to-head matches, compete in a Playoffs event, and monitor leaderboard stats for much needed weekly bragging rights. The platform easily tracked and normalized sales activities like calls, emails, and client meetings across sales reps to determine the ultimate winners. During the contest the sales team was highly engaged and motivated to play - at the peak of the contest entering on average 110 emails and 50 outgoing calls per day (exceeding Lauren's expectations compared to the same time period last year). Separately, Lauren engaged cross-functional Cell Marque employees through a Pick'em League (encouraging teammates to pick the top sales rep of the week), helping to stir up additional support for the sales team as they powered through their contest.



AMBITION

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ADD NEW PROGRESS

Fantasy Standings

ACTIVITY SCORE

OCT. 19, 2015 - DEC. 19, 2015


SEASON


PLAYOFFS

FINAL RESULTS

SHOW:


FANTASY SALES!!!






Adrianna Eaton


Tiburon Blueboard Rewa

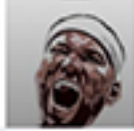




Daniel Gonzalez


Indigo Blueboard Rewa






Eric Bustos

White Gold Blueboard Rewa





Misty Lackey

Ivory Blueboa

#### Cell Marque Contest Winners

At the end of the 11 weeks (and a very close battle to the finish), 6 winners were announced (top 5 sales reps and the cross-functional Pick'em League winner). Since the announcement, teammates have been incredibly excited to plan and embark on their Blueboard experiences (like a weekend getaway to Yosemite National Park, motorcycle lessons, and more), with much higher social sharing and overall enthusiasm than past contests where cash prizes were awarded.

“One of the things I loved about Blueboard and the way that the rewards were set up is that it’s not really about X dollar value, it’s about getting the reward that’s most valuable to you.”

Lauren Hopson, Sales and Tactical Marketing Manager

Beyond the initial thrill of the win, Lauren also looks forward to the lasting effects as winners recall and share memories of their Blueboard experiences with coworkers, family and friends.

“In addition to the motivation, you also want the continued encouragement and the continued positive relation and correlation with the company. This is the most important time to really emphasize culture and make sure that the younger generation does feel like ‘this is somewhere I can be for my career, I see growth opportunities, I feel appreciated’. That’s how you retain employees.”

## Program Results:

The power combo of Ambition's sales productivity platform and Blueboard's memorable and meaningful rewards program helped Cell Marque exceed their aggressive sales target, and renewed engagement and motivation amongst the sales team:

- Rewards distributed to 5 top sales reps and 1 Pick'em League winner
- Program motivated Cell Marque sales team to track on average 110 emails and 50 outgoing calls per day during the contest, leading them to exceed their +18% YoY goal
- Tons of excitement, positive feedback, and social sharing amongst Blueboard award winners and support for Blueboard redemption experience.

"A huge thank you to Blueboard for coordinating this entire (Yosemite Weekend Getaway) experience and helping to make it so memorable. Working with Erica was a total breeze! And I can't forget to thank my awesome sales manager Lauren Hopson for implementing such a sweet reward program. You know what gets us going!"

Adrianna Eaton, International Product Specialist



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Learn more about Ambition's sales productivity platform at [Ambition.com](https://ambition.com)