



# MOTITVATING GEN-XBOX

Why Gamification in Your Business is the  
Key to Success in the Modern World



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# FRUSTRATED WITH THE NEW GENERATION?

I remember having a conversation with a fellow distributor who was lamenting the new generation he was dealing with in the workplace.

**"I hired these millennials and they're so lazy that they quit at two o'clock. They didn't work a full day."**



Is there some truth to his generalization? Maybe, but part of it is that for younger people entering the first workforce...

There's just certain things they're not going to do.

And one thing they're not going to do is sit in front of a computer that has a green screen like it's 1985.

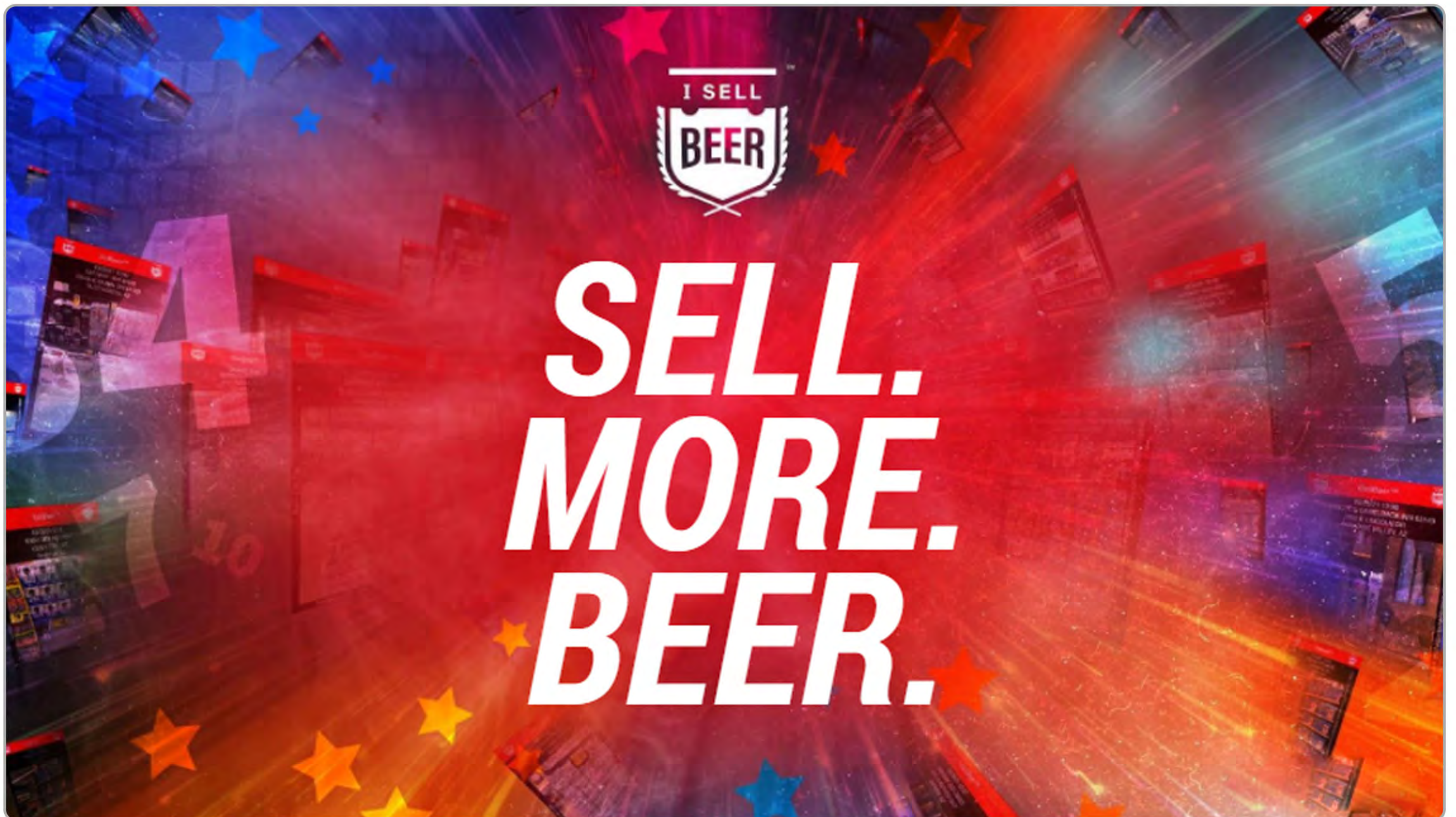


# FRUSTRATED WITH THE NEW GENERATION?

That's a lot of the challenge with beer distributorships.

The software they're using is very functional. It gets the job done, but it's not aesthetically pleasing and it's not fun.

So, one of the points of difference we have with iSellBeer is that we're trying to gamify the idea of selling beer.



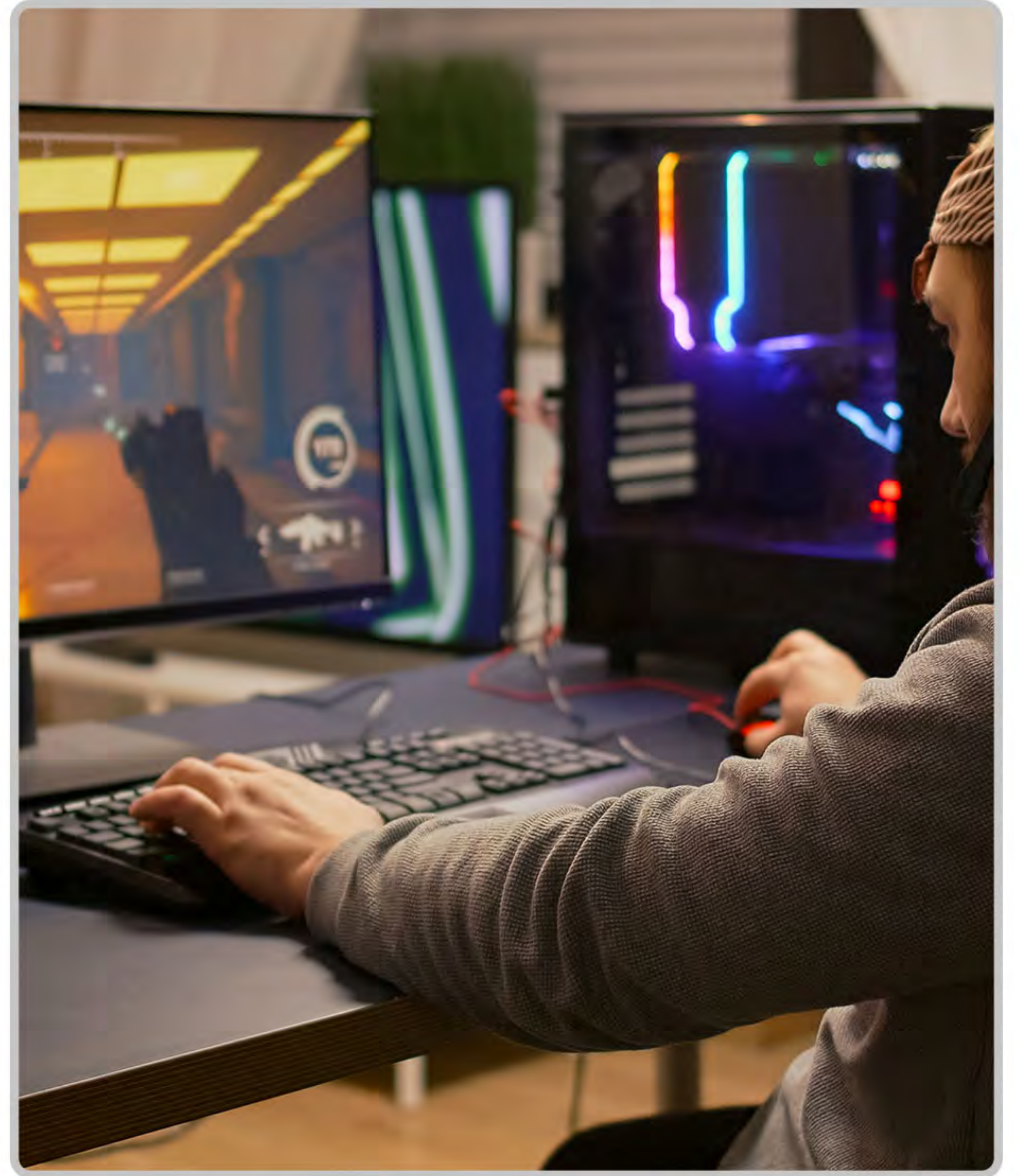


# GENERATION XBOX

Gen-XBOX is anyone from 21 to 40 that's into gaming. And I'm not talking Atari and Activision.

These are kids that were handed iPhones when they were two years old.

They've grown up with every new iPhone, they've grown up with every new game, and they didn't watch the Cosby Show and Cheers. But, they did grow up in a digital world



Some of these folks spend nine hours a day on their phone and sometimes up to seven hours a day gaming. In other words... Your sales reps go home at night and play games.





# GENERATION XBOX

The problem is that Gen-XBOX is hard to motivate because the younger generations don't respond to some of the triggers that we used to in ye olden times.

In fact... It's been reported that only 29% of them are engaged.

They're mostly not engaged and they're actively disengaged as employees. And, part of that's because work doesn't provide them the same rewards that the things they do in their personal life do.

But one of the biggest changes with this younger generation is that they're a lot different with money.

I grew up in the eighties and to quote a movie called Wall Street, "**Greed is good.**" So when I was a sales rep, they used to say, "It's a thousand dollars to whoever had the most sales."

We would step on each other's back and elbow each other in the neck on the way to the finish line to be the best without asking or thinking about what happens next. It was just always about being the best and being number one. That was just the culture.





# GENERATION XBOX

This newer generation... They ask different questions.

They say something like, “well, what do I do with the money?” Or “what happens to me next month?” Or “what if I’m the only one that succeeds or hits the number?”

We didn't use to think about that.

If you go back to 1989 and the way people used to sell beer, if you wanted 2% growth, you’d offer a thousand dollars. If you wanted 4% growth, you’d just offer \$2,000.

The thing about money and rewards is they had this very linear relationship.

So it was really easy when we used to run beer distributorships, and this is the frustrating thing today...

Nowadays, that doesn't work.

This linear scale of financial rewards does not work with Gen-XBOX.



# GAMIFICATION IS THE KEY

Even though financial rewards don't impact Gen-XBOX, there's something even stronger than money and actually even cheaper to get the younger generation to jump.

**It's games!**



And while we can't make the entire workforce gamified, we do have the ability to dive into gamification and look at what some of the things are that make gaming popular.

Take the boy scouts.

They earn badges on how to tie knots.

And, it's not because they need the knots, it's because they want the badge.



# GAMIFICATION IS THE KEY



Fast forward to the Home Depot... They're also earning badges for learning about electrical or plumbing, and that's just a small example to let you know that gamification is out there and it's really, really active.



Salesforce did a survey and said 71% of organizations increased sales by 11% to 50% using gamification. And the thing is...

You've done gamification before. You just didn't know it.

Anytime you had a sales incentive and you put a leaderboard on the wall with people's names? That's gamification.





# GAMIFICATION IS THE KEY

Why does gamification work?

Intrinsic motivators.

Autonomy, growth, purpose, progress, and interaction.



And by using these you can increase adoption, promote retention, drive up employee knowledge, boost call center employee performance, and you can enhance customer loyalty.



# DOMINO'S PIZZA HERO APP.



Once Dominos began using gamification through their app they boosted sales by 600%. But in addition to that...

Domino's hires 60,000 new employees every year because they have high turnover for the pizza places. So 60,000...

That means next year, the CEO needs to make sure they have 60,000 good applicants.

What the Domino's Pizza App did was it allowed people to make pizzas with their fingers and got them familiar with the toppings and the pizza styles and the process and the workflow, and these kids were doing this from ages nine to 15 or 16.



# DOMINO'S PIZZA HERO APP.

They went and they found kids who were really good at making the pizzas, who were really engaged, who liked the reward system of making lots of pizzas, and they put a button there that said apply at your local Domino's.



And the Domino's Pizza App became this massively successful recruiting tool to where people were actually filling out a job application in the app!

And, it wasn't just Dominos. Heineken and other brands have caught onto this as well, And...

So have we at iSellBeer. Not convinced?

Try using these takeaways in your own business.

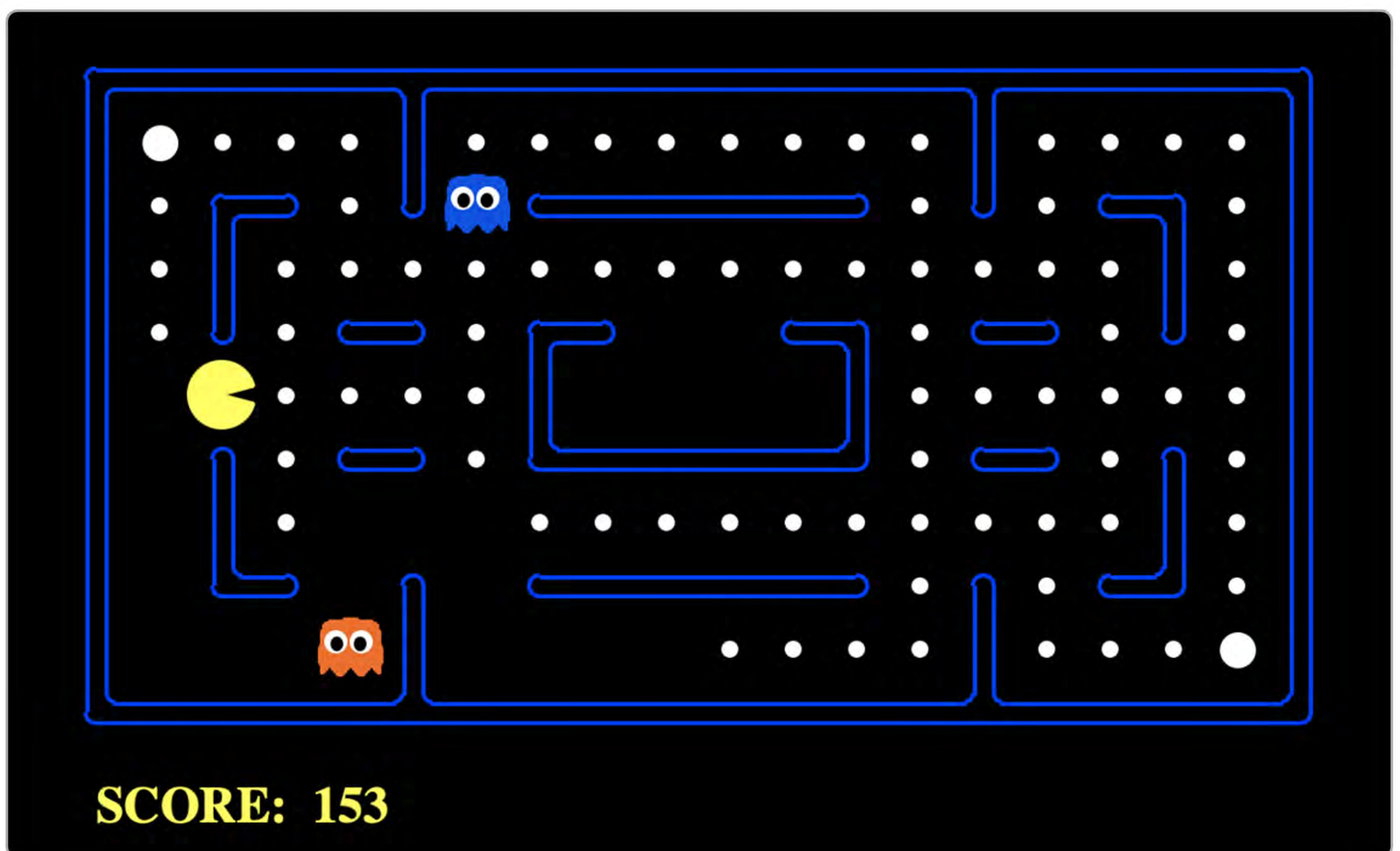


# POINTS INCENTIVE

Try running an incentive around points rather than dollars.

Points are free! You can give a million points per case or you can give 10 million points per case, but this is something that they learned in the video game industry.

If you go back to Pac-Man and Centipede the points were very much guarded and given away one at a time. Nowadays, if you look at video games, points are given away 5,000 at a time.



And that's because there's an emotional response to bigger points. Players like to have more points and so will your employees.



# THEME YOUR INCENTIVE

Here's takeaway number two...

Theme your incentive. When you're thinking about what that means think of a kid's birthday party. What would you do for a six year old's birthday?

You'd get Spiderman plates, Spiderman napkins and Spiderman balloons. So...



Do the same thing in your business, but with a different theme.



# SET A COLLECTIVE GOAL

Years ago, we hated ties in games, but times have changed.

The younger generation liked to encourage group success. So...

Try setting a collective goal for the entire team with a team reward.

In other words, maybe you're going to pay a dollar per case for every sales rep that sells a case of Corona.



But maybe you also set a goal that says, if we hit 300,000 cases this month, everybody gets a pizza party and we'll also donate \$5,000 to the homeless shelter.

That kind of collective goal with a little bit of philanthropy will motivate somebody who's not motivated by \$1 per case because there are some sales reps that aren't motivated by \$1 per case.





# OUR DISTRIBUTORS HAVE TRACKED 250,000 CASES ON DISPLAY

And, it's all thanks to gamification. It's a Real-Time Street-Backward Gamified Experience.



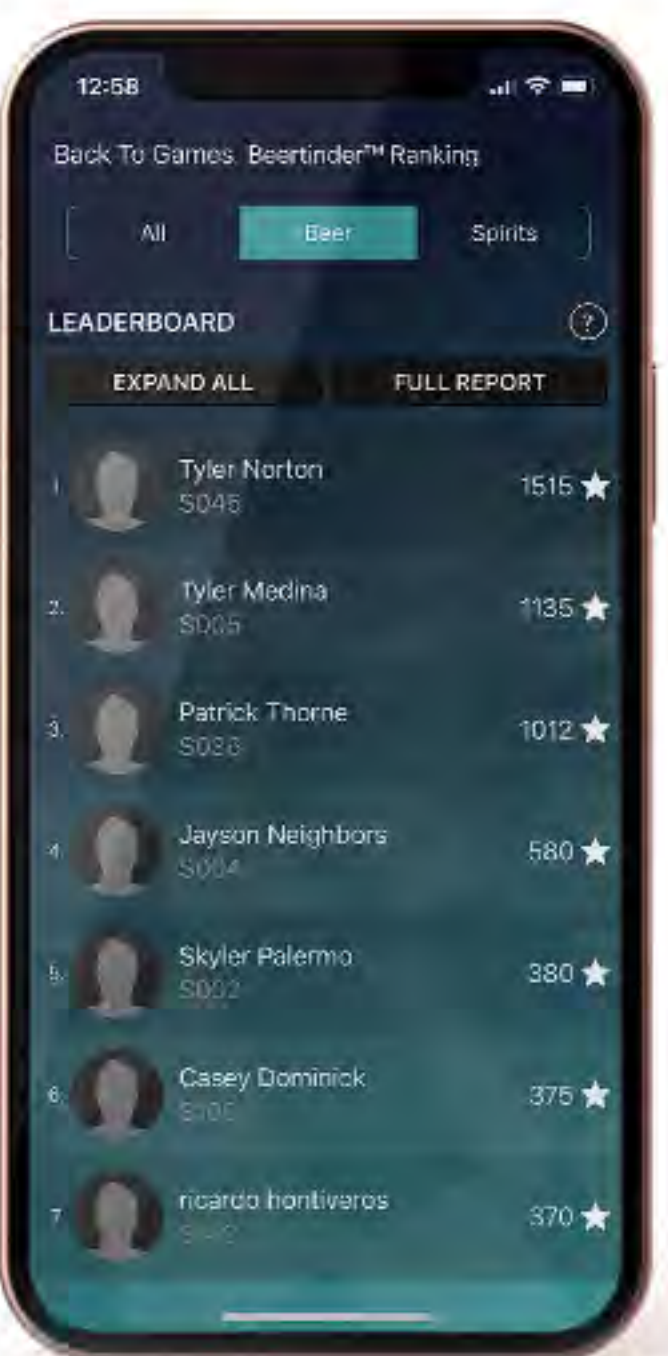
## Ad Tracker:

Game your way to increased sales execution with real-time visibility. This is real-time, auto-tracked data on the chain, route, and rep completion.



## Incentives:

Auto tracking and points leaderboard with manager approval.



## Beertinder:

It's Tinder... For beer! 360° coaching points leaderboard, and instant feedback

Gamification creates...

1. A CULTURE OF EXECUTION...
2. A CULTURE OF TRANSPARENCY, and...
3. A CULTURE OF WINNING AT RETAIL



# CHANGE AND ADAPT

It's funny how this all started. I have four boys and they're now almost 20, 18, 15, and 11, but about five years ago is when I first came up with this gamification idea.

I heard the word and I remember a beer distributor one time told me... "Hey, when your kids get older, feel free to have them come get a job with me." And I jokingly said, "You better have Pac-Man on your iPad or my kids aren't going to do it."

I observed and realized if the workplace isn't designed like Minecraft, good luck hiring some of these kids because they're not going to do it. And I really believe that's what's happening with the younger generation.



I've got college kids on my street that dropped two or three grand into Bitcoin in the middle of 2020 when they're home because they were bored and it got doubled.





# CHANGE AND ADAPT

And you've got kids in college managing social media influencers which is like the biggest new job on the college campus.

In other words, it's not that hard to go make 15 bucks an hour and not work at McDonald's or not do manual labor. There's so much digital opportunity out there and you've got to adapt.



Because if not... you could be facing a big problem. A lot of companies are behind, but, right now, we're using it as an accelerator and it's become a major point of advantage. And...

You're lucky because you're selling beer! It's a fun product with great labels and logos and partnerships. So gamify it and make it fun again because a lot of people have taken the fun out of selling beer over the last 20 years.



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