



Gamify to Engage in Total Expert

What Is Your Top Producer Strategy?

Tip

Look ahead to what your organization's sales strategy is going to be for the next 3–6 months. Identify your features and assets in Total Expert that best support the strategy.

Identify Your Feature Champion!

Tip

Use the reporting features in Total Expert to surface the top user regarding a specific feature in Total Expert, and then market that user as the champion of that area of the platform or asset.

- Use Total Expert's reporting functionality to find your feature champion in the platform.
 - Embedded analytics
 - Standard reports
 - Marketing Overview report
- Once you identify your feature champion, market them to your other users!
 - Use the email builder to create your Feature Champion email to highlight the champion and a top 3 or top 5 that came close to winning.
 - You can include a BombBomb testimonial from the LO who won, allowing them to share their secrets to success.
 - If possible, share common strategies with the greater team and give access to specific tools like pipeline views and contact lists to the broader team.

Promote Your Strategy

Tip

Carry the momentum of your feature champion for the upcoming months by reinforcing the materials and making necessary adjustments to fit updated sales goals.

- Use your analytics dashboard to report on the best adopters after you highlight your feature champion.
- Supply quick documentation from Total Expert's knowledge base (or create your own) to make it easy for users to succeed.
- Make market adjustments to the strategy to stay relevant and not lose your momentum.