

Handout 1: Useful Core Dynamics for Sales Games

Engaging games are fun not only because they contain a challenge, but because players like HOW they have to achieve the challenge – by collecting things, by exploring things, by racing, by solving puzzles, by escaping, etc. The “how” is known as the game’s “dynamic(s).” These dynamics will be familiar to your sales reps and have proven “fun” value.

| Dynamic | Cognitive or Behavioral Objectives |
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| Alignment – arrange game pieces in a particular order (Candy Crush, Solitaire) | Useful for helping reps think through steps in a process, do things in a particular sequence, etc. |
| Collecting – find and get specified objects/people. (Trivial Pursuit) | Collection is extremely popular as a dynamic. Use it when you want to help learners make associations (objections/responses, sales messages, customer types, etc.). |
| Construct/Build – create something using specified resources. (Catan, Minecraft) | This can be a great motivator in a game where reps need to build sales or build a territory based on their ability to execute sales steps and close deals. |
| Exploration – wander around and check out various aspects of your game world to see if you can find things of value. (Tomb Raiders, Clue) | This dynamic is useful when you want reps to build skill in comparing or you want to create an intriguing way for them to find information they need in order to respond to specific customer questions or selling scenarios. |
| Matching – recognize things that are alike or that fit a specific description; create pairs or groupings. (Spot It, Memory) | Matching has lots of uses. You can use it to help reps match customer needs and sales messages, classify customer types, link questions to customer types, link objections and responses, etc. |
| Race to the finish – get to the finish before anyone else or before time runs out. (Candy Land, Mario Kart) | This dynamic is best used in combination with another dynamic. Use it when you want to emulate a real-world constraint of the job (e.g. rep has limited time to get something done OR be able to recall / find information quickly within a sales environment). |
| Rescue or escape – get out of a situation/place you are in. (Capture the Flag) | Useful for recall games where mastery over knowledge enables you to either rescue someone or something or escape from someone or something. |
| Solution – Solve a problem or puzzle. (Chess, Clue) | Great for recall activities or simulation-style problem-solving/role play activities where learners practice closing a sale. |
| Territory acquisition – acquire—or take—land, typically to create an empire or own the most of something. (Risk, Civilization) | This is also a good dynamic to pair with one listed above. Sales reps want to capture market share so this one “makes sense” to them as a game challenge. |