

# STOP TRAINING. START PLAYING.



## How to Gamify Pharmacy Sales & Crush Your Quotas

A Practical 8-Step Guide to Boosting Performance, Motivation, and Revenue. **Powered by**  **playmotiv**  
FUN AND RESULTS

# THE OLD WAY IS BROKEN

## THE BUGS (Current Reality)

-  **Boring:** Monotonous PDFs and lectures.
-  **Ineffective:** Information forgotten in days.
-  **Blind:** Zero visibility on ROI.
-  **Result:** Flat sales & disengaged teams.

## THE PATCH (The Solution)



**We need a system that cuts through the noise.**

**The Consequence:** Being 'average' is the quickest way to the **Game Over screen.**

**GAME  
OVER**



# ENTER THE CHEAT CODE: **GAMIFICATION**



Gamification is not just about fun. It is the application of game mechanics to non-game environments to drive behavior.



**Boost Participation.**  
Turn 'have to' into 'want to'.



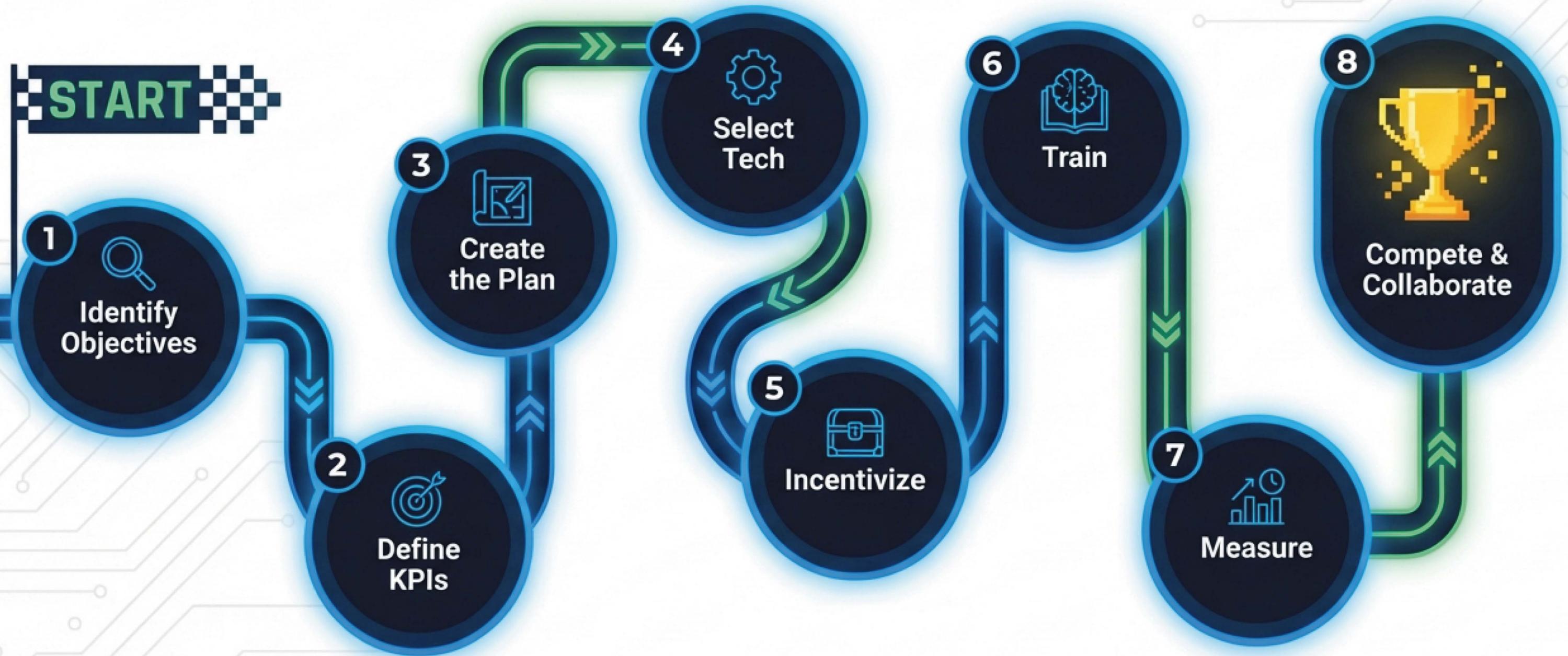
**Accelerate Learning.**  
Active recall through quizzes.



**Drive Results.**  
Link learning to sales performance.

# YOUR ROADMAP TO VICTORY

The Playmotiv 8-Step Strategy.



# DEFINE THE MISSION. SET THE SCORE.

## LEVEL 1: OBJECTIVES

Don't guess. Know your target.

### Boehringer Ingelheim Case Study

Used 'ConecTAcademy' to  
quiz staff globally.



**+11% Increase in Sales**

## LEVEL 2: KPIs

If you can't measure it, you can't win it.

### Pfizer Case Study

Used 'Pfizer Connect' to  
track sales uplift.

Metrics tracked:

- Sales volume,
- participation rates,
- knowledge retention.



# LEVEL 3: DON'T JUST TRAIN. TELL A STORY.



## The Narrative Hook

Context makes the product memorable. Players need a reason to play.



## Novartis: “The Quest”

- **The Plot:** An adventure story where players overcame obstacles.
- **The Mechanic:** Each mission unlocked a new product module.
- **The Outcome:** Significant increase in product knowledge.

 NOVARTIS

# LEVEL 4: THE TECH MUST BE SEAMLESS



**Mobile-First:** Accessible on any device (iOS/Android).



**Scalable:** Grows with your catalog.



**Intuitive:** Zero friction user experience.

## Case Study: Sanofi

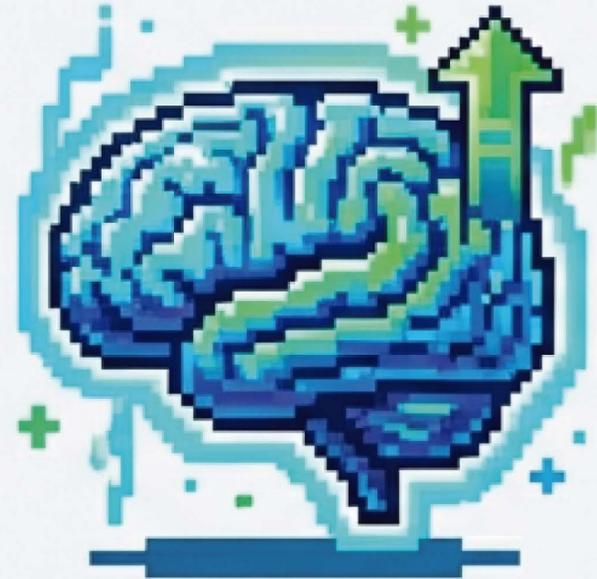
Implemented 'Sanofi Academy' with a focus on UX, achieving high adoption rates and seamless performance tracking.

# SKILL UP & CASH IN

## LEVEL 5: POWER-UPS (Training)



It's not just a game;  
it's a university.



## LEVEL 6: THE LOOT (Incentives)



Rewards drive behavior:  
Tangible, Social, Growth.



**BETER**  
P H A R M A C Y

### Case Study: Beter

Used 'Beter Expert' to diagnose knowledge gaps. Discovery: Teams knew new products better than classic ones.

Roche

### Case Study: Roche

Used prizes as the key lever to skyrocket participation.

# ANALYZE. ADJUST. COMPETE.

## LEVEL 7: THE SCOREBOARD (Measurement)

Continuous analysis allows for real-time adjustments.



Novartis "Mission: Possible" tracked sales skills and customer feedback to validate success.



## LEVEL 8: MULTIPLAYER MODE (Competition)

Healthy rivalry fuels sales teams.



Pfizer "The Challenge" mixed competition with collaboration. Result: Increased commitment and a clear jump in performance metrics.

# GAMEPLAY MODE: THE QUIZ SHOW

What is the primary benefit of Product X?

A

[Blank input field]

B

[Blank input field]

C

[Blank input field]

D

[Blank input field]

50:50

**Mechanic:** "Who Wants to be a Superagent?".

15 consecutive questions, increasing difficulty.

**The Goal:** Make product knowledge high-stakes and exciting.



# GAMEPLAY MODE: STRATEGY & ARCADE



## SuperTrivia Strategy

Master different product categories to win.



Feline



Raptor



Unicorn

## Superagent Arcade

Unlock "Superpowers" by hunting "bugs" (ignorance).  
Example: Superagente Unicornio - making the impossible easy.

# HACKING THE MOTIVATION LOOP



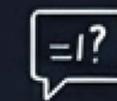
## The Psychology



**Status:** Leaderboards tap into natural competitiveness.



**Achievement:** Badges provide instant gratification.



**Feedback:** Instant response reinforces learning 100x faster.

**Engaged Employees -> Better Service -> HIGHER SALES.**

# WHY PLAYMOTIV?

## Fun and Results.



### User-Centric

We design for the human, not just the worker.



### Data-Driven

Real-time performance insights to guide your teams.



### Culture of Excellence

We help teams thrive, succeed, and get recognized.

**Our Philosophy: When employees are the center of success, the business wins.**

# READY TO LEVEL UP YOUR SALES?



**START**

Don't let your team get stuck on Level 1.  
Let's build a program that engages, trains, and sells.

**GET A DEMO TODAY**

[www.playmotiv.com](http://www.playmotiv.com)

[letsplay@playmotiv.com](mailto:letsplay@playmotiv.com)