

welcome to the
world of



INTERNATIONAL

The Leader in Sales Gamification



The Quota® System is unlike any other sales learning experience on the market today.

The Quota® System helps organizations develop their sales people into elite sales performers.

Meet your quota and discover valuable sales tools that will change the way you do business.

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THE GLOBAL LEADER IN SALES GAMIFICATION





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welcome to the world of Quota®

The Global Leader in Sales Gamification

The Quota® System provides tools/training that cover every aspect of sales development from: sales management coaching; sales conference delivery; reinforcement and follow-up; CRM tracking of sales metrics; and sales training.

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QUOTA® Products and Services

QUOTA® The Sales Performance Game™
QUOTA® B2C™
QUOTA® Q'ube™
QUOTA® Coach™
Q News™
QUOTA® Online™
QUOTA® CRM™
QIS™
QSRP™
QUOTA® Time & Territory Management™
QUOTA® Professional Services™
QUOTA® Financial Services™
QUOTA® Sales Self Leadership™
QUOTA® Retail™

Quota® has combined a unique blend of over 30 years of research; practical experience and academic instruction to create an outstanding learning experience that, simply put, produces results!

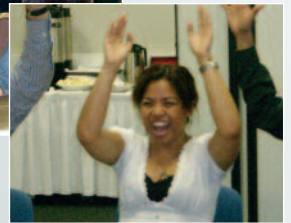
what are the consequences of creating elite sales performers?

Question - what other function in your business is as critical to your future prosperity?

Although every function is important to the success of the organization, without the 'life blood' of sales, every other corporate organ will cease to function.

Developing elite sales performers requires a combination of factors:

- Recruiting talent
- Training
- Coaching for ongoing improvement
- Motivating for maximum output
- Reward and Recognition Programs
- Aligned compensation Programs
- Retaining talent



The Quota® system addresses each of these factors using our unique and proprietary teaching methodologies.

In combination with our work at various international academic institutions, Quota® maintains a contemporary finger on the pulse of what it takes to succeed in sales today.



the Quota® System

Increased sales performance and results

The Quota® System begins with **Quota® - The Sales Performance Game** or any of the other core sales training programs (Quota® B2C™; Quota® Professional Services™; Quota® Financial Services™; or Quota® RETAIL™). Programs are delivered in 1/2 day to 2 day sessions and are powerful team-building and learning experiences.

The game is closely followed by **Quota® COACH™** - Training for your Sales Managers in critical Sales Management concepts and coaching skills. The sales team then plays **Quota® Q'ube™** at monthly in-house sales meetings to reinforce concepts learned at the core experience. The performance and metrics of the sales team are tracked using the proprietary **Quota® CRM™** program. Participants may also receive critical training in the **Quota® Time & Territory Management™** and **Quota® CHARISMA™** programs. Sales Managers receive advanced leadership training in our **Quota® Sales Self Leadership™** and **Quota® DecisionLab™** programs.

Review sessions and advanced skills are taught in the **QSRP™** (Quota® System Reinforcement Program) and **QIS™** (Quota Issue Selling - Advanced Strategic Selling). Finally, every member of your sales team receive **Q NEWS™** - the monthly email Quota® newsletter high-lighting contemporary sales tips & techniques from North America's top sales experts!



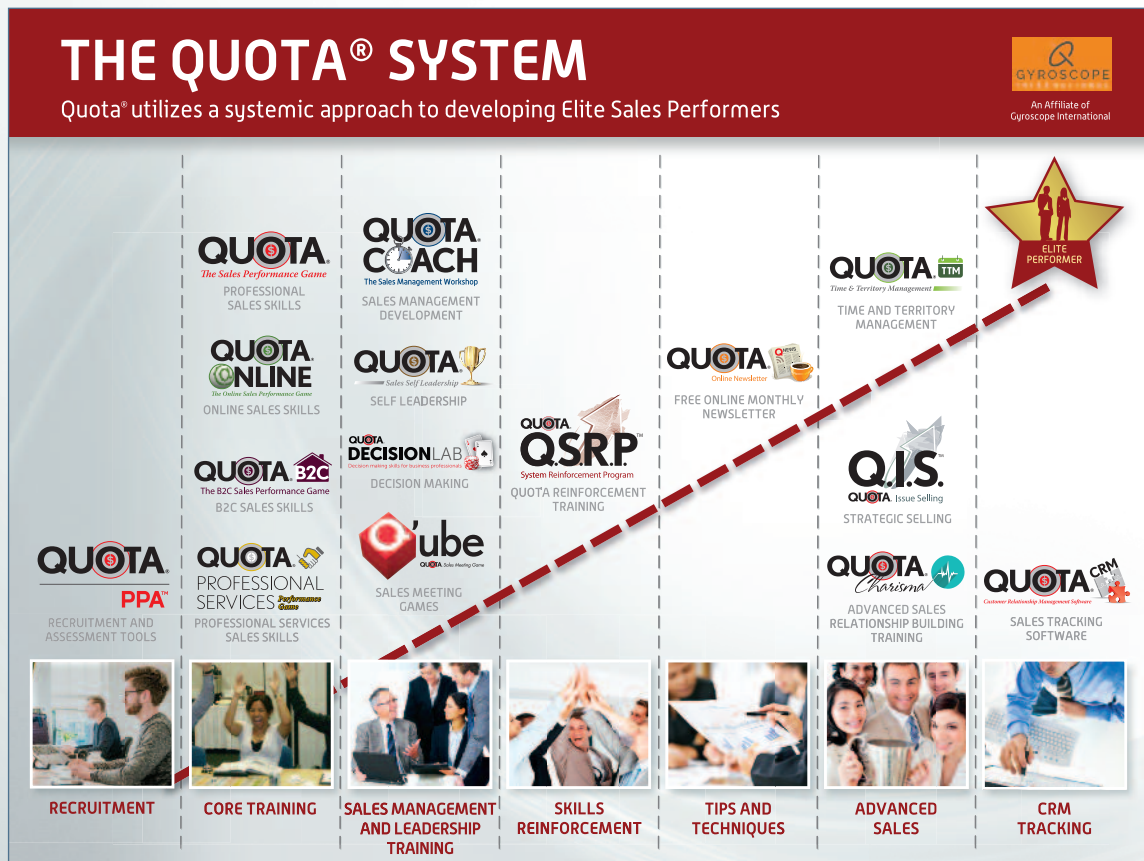
"Enjoyed the day and learned plenty ... the content was great..."

David Bartolini,
Category Manager,
Loblaw Companies
Limited



"I found the session extremely useful very interactive and fun...After one month I can already see significant changes in the way my sales people conduct business!"

Mr. Len Bosgoed,
Corporate Vice
President,
Kruger Products Ltd.



Quota® - The Sales Performance Game is a fun, interactive and team-building experience that teaches players about Business-to-Business (B2B) sales cycles and competencies. Each player develops critical sales skills and knowledge while playing the game and having fun! 40 critical competencies are taught over the duration of the game [4-7 hours depending on format].

Quota® B2B Stages/Competencies

STAGE 1 - Prospecting

- Building a Daily Prospecting Plan
- Introductory Script
- Getting Through 'Screens'
- Leaving Messages
- Handling Prospecting Obstacles

STAGE 2 - Qualifying

- Writing Email, Target Letters and Direct Mail
- Multiple Sales Cycles
- Qualifying [B.P.O.U.T.]

STAGE 3 - The Initial Meeting

- Meeting Your Client
- Confidence Builders
- 6 Steps to a Professional Greeting
- Individual Motivators
- Organization Motivators

STAGE 4 - Conducting a Needs Analysis

- Needs Identification Selling
- Conducting the Needs Analysis

STAGE 5 - Product/Service Demonstration

- I.B.O.A.T.
- Committee Interview
- Presentation Preparation and Agenda

STAGE 6 - Presenting a Quotation

- Seven Basic Rules to Quotation Presentation

STAGE 7 - Gaining Influencer Support

- Triangulation
- Securing a Commitment
- 6 Core Closing skills
- Appropriate Closes per Buying Style

STAGE 8 - Gaining KDM or Committee Commitment

- Competitive Selling Practices

STAGE 9 - Purchasing Approves, P.O. Issued

- Handling Purchasing Obstacles
- Negotiating

STAGE 10 - Product/Service Delivered, Payment Received

- Post-Sales Service
- Written Communication

QUOTA® feedback

62% felt that they gained a better understanding of their teammates

72% felt the game provided better tools than other sales training programs

82% felt the game exceeded their expectations

83% surveyed said the game kept their interest

92% had more fun than other training experiences!

100% felt the game met or exceeded their objectives!

100% would recommend the game to their colleagues!

Typical improvements are found in:

- Essential Selling Skills
- Prospecting for New Business
- Presentation Skills
- Forecasting Accuracy
- Selling to Committees
- Competitive Selling Practices
- Major Account Development Practices
- Teamwork and Motivation

Each player [participant] receives: Quota® Player Workbook; Quota Binder; Quota® Pen; Quota® Skill Review Guide Cards; Certificate and Quota® prize for the winning team.



Quota® System programs

Quota® SALESBOOST™

Quota® INTERNATIONAL is pleased to announce an acclaimed new tool to ensure you outpace your competition and targets!

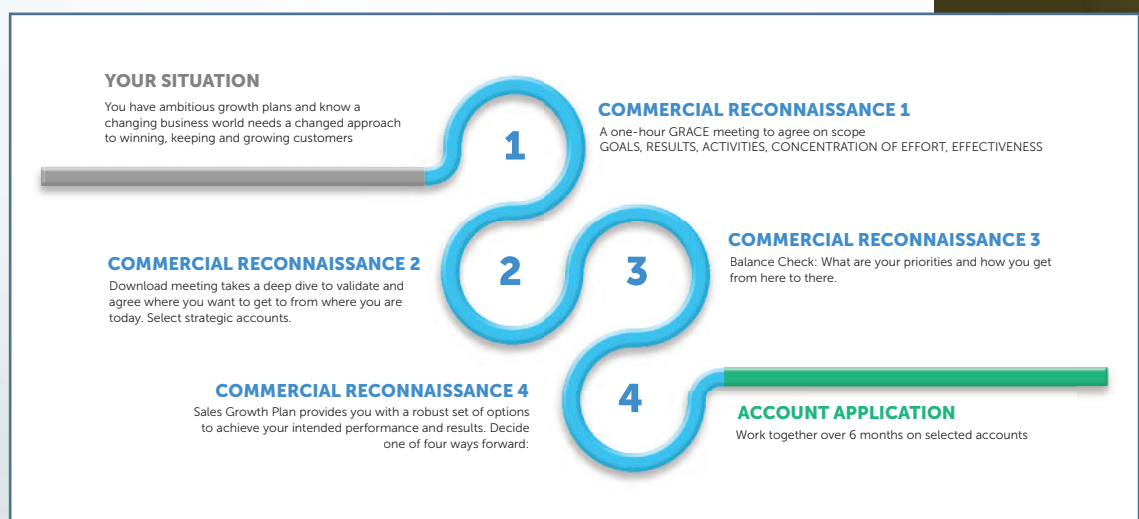
SALESBOOST™

This European Program has shown outstanding results by focusing your sales teams on their Top 10 Accounts. Spread out over 6 months, this online process ensures your teams are focused, and trained, on how to generate increased revenues and profits from your key accounts.

The SALESBOOST™ Program follows an intense structure to ensure each team... and account... realize outstanding performance objectives. The SALESBOOST™ Model utilizes a disciplined virtual coaching structure to keep your account teams focused and performing at the highest levels.

TIMELINE						
	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
LEADER'S CHECKPOINT	Pre-Kick-Off Brief	Leader Brief	Leader Brief	Leader Brief	Leader Brief	Leader Brief
TEAM KICK-OFF	Team Kick-Off Meeting					
ACCOUNT RECONNAISSANCE	ACCOUNT RECONNAISSANCE (GRACE, Download, Team Structure, Review, Key Account, TOP 10) Meetings	ACCOUNT RECONNAISSANCE S-M-L Priorities and Sales Growth Plan	Tool Kit, Diagnostic (SMART Goals) Meeting	Account Plan (SWOT, Strategies, Team Member Roles) and Contact Matrix		
ACCOUNT APPLICATION			Optional Tasks Assessment	Progress Meeting #1	Progress Meeting #2	Progress Meeting #3
AWARDS CEREMONY						Team Presentations & Celebration
SKILL BUILD	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	BLUE BOOK Delivery

The SALESBOOST™ Program begins with an ACCOUNT RECONNAISSANCE that establishes which Key Accounts should be classified 'Top Ten' and what Account Performance Priorities will be set.





Quota[®] System programs

Quota[®] SALESBOOST[™]

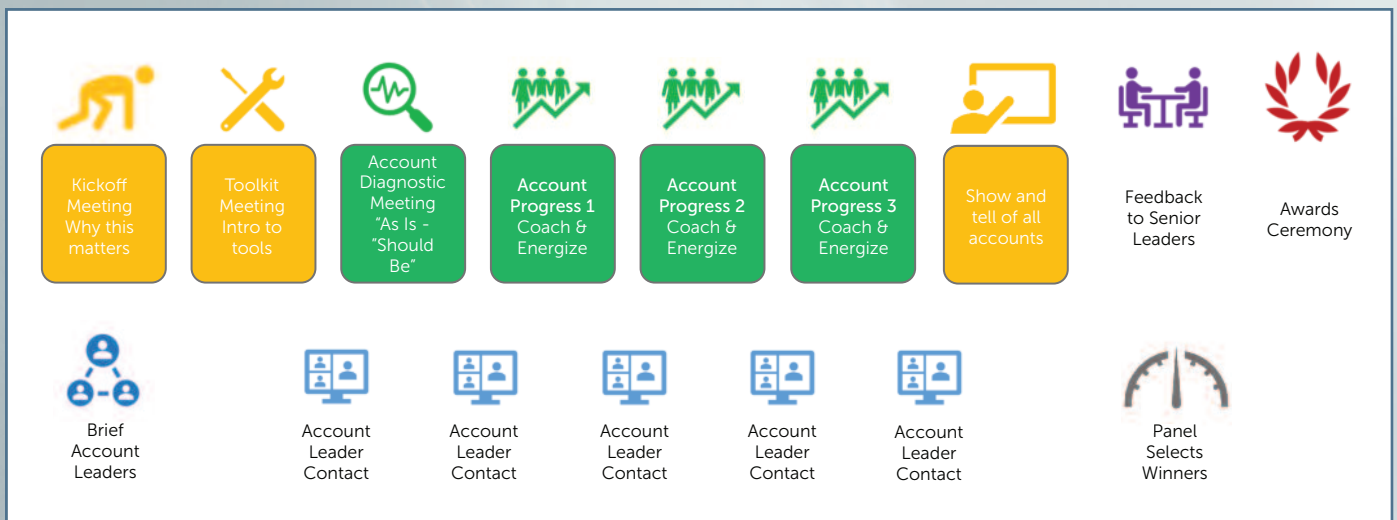
The SALESBOOST[™] Program identifies key SkillBuilds required by your team and integrate the training into their Toolkit and SkillBuild training modules.

SKILL BUILD



ACCOUNT APPLICATION

Continual Follow Up and Coaching take place over a 6-month period with emphasis on Account Leader/Team application of strategies and tactics. The entire SALESBOOST[™] Program culminates in a project end celebration (4 Awards) reinforcing skills/teamwork /results.



Quota® System programs

Quota® B2C™ stages/competencies

Quota® - The Sales Performance Game B2C version is an applied program that teaches players about business-to-consumer sales cycles. Quota B2C is the second of our core sales training programs and like the Quota B2B program, each player develops the critical skills and competencies needed to successfully sell into their market while playing the game and having fun. The Quota Business to Consumer program teaches your sales team all of the core principles they need to know to master the Business to Customer selling process.



Quota® B2C™ - The Sales Performance Game is a fun, interactive and competitive experience that teaches players about business-to-consumer (B2C) sales cycles. Each player develops critical sales skills and knowledge while playing the game... and having fun! Salespeople that have played Quota® have realized:

- Increased acquisition of new prospects/clients
- Improved retention and cross-selling to client base
- Higher closing ratios and competitive wins
- Shortened sales cycles and increased productivity

Quota® teams of Players compete against each other learning key events of the B2C sales process under the guidance of a Quota® Coach. Each participant receives a Quota® Portfolio, Player Workbook, Quota Pen and Quota Certificate upon completion of the game. Played in a 4-5 hour format, Quota B2C™ is an excellent method to provide sales people with critical selling skills and knowledge in a dynamic new learning experience.

Quota® B2C Stages/Competencies

STAGE 1 - Prospecting

- Building a Daily Prospecting Plan
- Writing Email, Target Letters and Direct Mail
- Introductory Script
- How to Leave a Compelling Message
- Handling Prospecting Obstacles

STAGE 2 - The Customer Meeting & Qualifying

- Meeting Your Customer
- Confidence Builders/Breakers
- Potential Buying Opportunities
- Qualifying Questions (B.P.O.U.T.)
- 6 Steps to a Professional Greeting
- Individual & Family Motivators

STAGE 3 - Conducting a Needs Analysis

- Needs Identification Selling
- Conducting the Needs Analysis
- Probing Skills
- Sales Communication Exchange

STAGE 4 - Product/Service Demo & Agreement Presentation

- 6 Rules for Presenting an Agreement
- Purchasing Criteria
- Competitive Selling Practices

STAGE 5 - Getting Customer Commitment

- Decision Ladder
- Triangulation
- Securing a Commitment
- Closing Styles
- Appropriate Closes per Buying Style
- Handling Purchasing Agreement Objections
- Negotiating

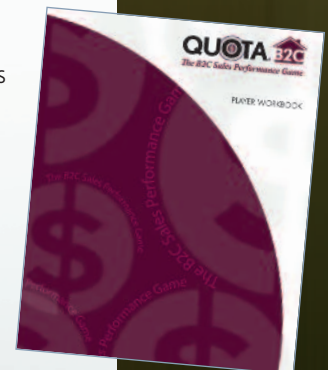
STAGE 6 - Product/Service Delivered, Payment Received

- Post-Sales Service
- Checkpoint Follow-Up
- Referrals for New Business
- Thank Your Client!



"This program received a very high rating... it was competitive, educational and indeed fun. It is tough to beat those three... we are a better group because of the Quota experience."

Mr. Roger Keeley,
Corporate Director of Marketing,
Atlantic Packaging Group



Quota® System programs

Quota® Coach™



"I have been able to implement the practices (Quota® COACH™) with the sales force across Canada and I believe it is a big reason why we are prospering during this recessionary time. We have been able to increase our sales by 30% YTD and we are currently the best performing division globally"

Mr. Frank Malta,
National Sales
Manager,
Handicare Canada

Quota® COACH™ is an essential Sales Management program that can be stand-alone or a powerful follow-up to the Quota® experience. Studies have consistently identified that even the best personal development programs require follow-up and coaching to realize maximum benefits.

Quota® COACH™ builds on the competencies and process skills taught in the Quota® Game experience. Sales people are ensured of a continuous improvement process by Sales Management's professional follow-up and comprehensive application of Quota® COACH™ concepts. Plus, the unique Quota® COACH™ format provides you the flexibility to choose which modules (after the Day One Core Program) best fit your own Sales Management Development Plans.

Whether you opt for the Day One Core Program or would like to add additional follow-up Modules, you will be ensured of top sales and field performance.

Day One Program	Additional Modules	Additional Modules
Sales Management Roles and Responsibilities	Salesperson Orientation Programs	Create Dynamic Reward and Recognition Programs
Recruiting Elite Salespeople	Focused Coaching	Sales Performance Tracking
Writing Compelling Offers Letters and Sales Compensation Plans	Conducting Memorable Sales Meetings	Comprehensive Sales Training Program
Enhance Field Coaching Competencies	Territory Marketing Plans	Manage Sales Performance Challenges



Quota® System programs

Q News™, Quota® Online™



Developing sales expertise is not an event but an activity. As such, elite sales performers are constantly studying their craft and keeping abreast of contemporary market practices and trends. Q NEWS™ is an essential tool for any sales person that wants to 'up' their game! Four monthly articles from global sales experts provide a quick way to stay abreast of the latest tips & techniques. Each Q NEWS™ is emailed directly to the reader so that they can read the articles on their schedule and at their convenience.

Included with the Q NEWS™ email newsletter is a link to the Quota® BLOG™ that literally links thousands of sales professionals together with one common pursuit - to be the best they can be!

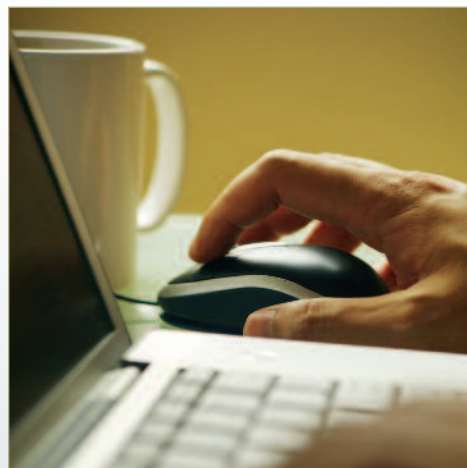


Quota® ONLINE™ - Is an ideal application for Quota® players unable to attend group training sessions. They can participate in the Quota® experience by logging on and learning the complete Quota® Sales Development content online.

All Quota® content found in the Player's Workbook is available through Quota® ONLINE™. Each player is provided with a User ID and Password and can play the Quota® game.

Quota® ONLINE™ has proven to be an equally effective delivery as classroom training! Participants learn about the key stages of the sales process and the individual competencies needed to master at each stage.

With the added benefit of home-based learning, and smaller class sizes, the participant gets both convenience and instructor-access benefits!



"I finally obtained the meeting with a CFO that I had solicited for some time and was actually about to give up on...I am now involved in a project that could be in excess of \$1,000,000... as a result of this course."

Ken Scollay,
Account Manager,
Banking Industry



"Thank you once again for introducing me to the skills that will prove to be invaluable in my development and success in the world of sales"

Howard Fried,
Account Executive,
Hi-tech Industry



Quota® System programs

Quota® CRM™, Quota® Q'ube™

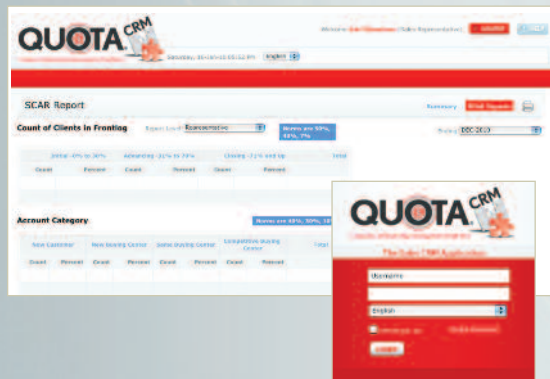
Partial list of QUOTA® clients

- Toshiba
- Econolite
- ESBE Scientific
- CCCL
- General Conveyor Co.
- Kan Sales
- Optech
- Avmor
- Casella
- WSI
- Kruger Products
- University of Toronto
- Mississauga Board of Trade
- Spring
- Samsung
- Student Guard
- Heinz
- Unisource
- Riso
- Sticky Media
- Atlantic Packaging
- Simark Controls
- Maplesoft Consulting
- Nexient
- Pinnacle Group
- Reliance Protection
- Sharp Canada
- Sprint Global
- Waste Management Business
- Development Bank
- Outdoor Broadcast Network
- Bioforce
- Global Crossing
- Redmond Williams
- Cleartech
- Loblaws
- Complete Packaging
- Whyte's
- Acklands-Grainger
- Unisource
- Cannon
- Optech
- Hermes
- National Film Board
- RP Graphics
- Ceridian
- Henderson Insurance Brokers
- Telelatino Television Network



What Makes Quota® CRM™ Unique?

Quota® CRM was designed by sales professionals for sales professionals! As such, extensive research was done on why sales CRM's are so universally disliked by sales performers and what Quota® CRM™ needed to do differently. The answer is... simplicity! Sales professionals don't want to spend hours inputting data to their CRM when they could be out selling. Plus, organization's don't want to spend thousands of dollars customizing 'dashboards' and tools before their team ever uses the CRM. The solution is: Quota® CRM™. Our CRM takes less than two hours to customize to your sales environment and 24 hours to be up and running! As importantly, it takes your sales team less than four minutes to enter client information and less than one minute to update!



Quota® CRM™ is a tool that sales professionals, managers, executives and owners will find indispensable to achieving their operational objectives!"



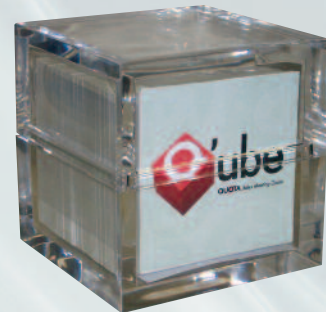
Quota® Q'ube™ provides a fun and entertaining way to reinforce Quota® knowledge and skills taught in the Quota® experience!

Q'ube™ contains over 150 questions and situations taken from the entire Quota® game. It reinforces the concepts learned in their Quota® core program and ensures that your sales team continues to perform at a higher level of achievement!

Played at short meetings, the Q'ube™ has six different games that take 10-15 minutes each to play. Q'ube™ builds on the fun and competitive methods of the Quota® format.

Sales Managers will love having this Sales Meeting tool as it provides a fun and interesting method for reinforcing critical sales skills.

This durable and fun game can be played over and over at sales meetings for years to come.



Quota® System programs

Quota® QSRP™, Quota® QIS™



Most sales managers will tell you about different sales training courses they have taken over the years. In most cases they will tell you they learned some new skills....and forgot much of what they were taught! This is why the QSRP™ (Quota® System Reinforcement Program) was designed!

Within a year of the Quota experience, QSRP™ is the perfect follow up and compliment to ensure that your sales team maximizes their retention of the competencies and skills learned during the core Quota® programs. Delivered in a half to full day format, the QSRP® provides development in:

- A review of the complete 40 sales competencies taught in the Quota® program
- New interactive exercises and roleplays to ensure core skill acquisition and effectiveness.
- A unique Quota® experience - Racing the Sales Highway! that ensures full participation and reinforcement of sales competencies!

In addition to the half day program, the Quota® facilitator may host a 'Grand Championship' at the end of the session using the Quota® Q'ube™ to determine who is the ultimate Quota® champion at your company. QSRP® combines fun, team-building, competition and reinforcement to ensure your investment in creating an elite team of sales performers hits the mark!



A key challenge facing sales people today is to be seen as a partner vs. a commodity vendor. In order to achieve this relationship, professional sales people need to access senior level decision makers and sell their products/ services as strategic tools.

Building on the core foundational skills of Quota®, QIS™ (Quota® Issue Selling) is an advanced half to full day strategic selling program that takes your Quota® graduates to new levels of sales performance!

QIS™ teaches:

- How to analyze your client's business issues
- Understand the strategic planning process
- Recognizing how your product/service addresses organizational needs/levels
- Use the unique QIS™ Call Sheet to record/track your client's strategic and operational goals

QIS® follows the same fun and team-building process used in other Quota® programs to ensure your team seamlessly integrates their core sales skills and training into an advanced level of sales performance!



"Having been in the consumer electronics business for over 20 years, I found that your training program was one of the best that I have attended. The entire session was informative, interactive and created a sense of competition and camaraderie at the same time."

Lindsay Takashima,
Director of Sales,
Toshiba Corp.



"I used this system on my sales team and saw results. We increased our sales 62% over the first quarter!"

Mr. Karl de Nie,
Director of Sales,
Sticky Media



Quota® System programs

Quota® TTM™, Quota® SSL™



QTTM™ is delivered as either a one or two-day program and uses gamification to ensure attendees are engaged and participating in learning experiences.

The QTTM™ program is also a prerequisite for the CERTIFIED SALES PROFESSIONAL examinations.



QSSL™ graduates recommend the QSSL™ experience as an essential step to personal mastery and leadership development.



What does it take to become an elite sales performer?

Is it 'nature' or 'nurture'? Quota® believes we are all born with certain traits and personalities. However, success in any field of endeavor is predicated on mastering the basics of that field.

Quota® Time & Territory Management™ (QTTM™) is a stand-alone program that provides critical insights into: Account Management; Forecasting; Territory Management; Goal Setting and Time Management.

Coupled with the Quota® System™ programs of core selling skills, advanced strategic selling skills; field coaching and sales performance tracking, Quota® clients see extraordinary sales increases and results.

QTTM™ provides an essential element of sales success with training in the following building blocks:

- I. Key Account Roles & Responsibilities
- II. Strategic Territory Planning Skills
- III. Key Account Sales Process

Incorporated into these 3 building blocks are:

- Value Pyramid
- Partnership Selling
- ROI - Time
- Goal-setting
- Forecasting
- Market/Industry Analysis
- Targeting Key Accounts
- Territory Marketing Plans
- Strategic Account Planning



Quota® Sales Self Leadership™ (QSSL™) is a fun, interactive learning experience that teaches participants critical sales self-leadership skills.

QSSL™ is an advanced program for sales professionals and sales managers that have mastered the core competencies taught in Quota® and Quota® COACH™.

Sales, self-development and leadership concepts are blended to help you become the best sales leader - YOU can be! The concepts covered in this unique and inspiring program teach you how to plan for sales leadership and leverage for maximum success.

Participants follow a Six-Step process of self-discovery that is often life changing:

1. It Starts With You
2. Demystifying Sales Leadership
3. Engaging Others
4. Creating Loyal Customers
5. Planning for Leadership
6. Making it Work

The program follows the unique Quota® gamification process and provides each QSSL™ attendee with pre-work; workbook; binder; laminated skill review cards; pen and QSSL™ prizes.

QSSL™ can be delivered as either a one or two-day program. The two day program includes the Personality Profile Assessment (PPA) from Thomas International. This additional tool provides unique and powerful insight into personal progress and improvement areas.

Quota® System programs

Quota® Retail™, Quota® Professional Services™



Retail Sales Excellence

RETAIL sales people can make or break their company's business. Retail sales requires a blend of social skills, professional selling skills, merchandising and follow up. As the consummate sales professional, the retail sales person must represent their company's image; put prospective customers at ease; encourage their shopping experience and up-sell and cross-sell where appropriate.

In other words, how effectively the retail salesperson: Greets the customer; Analyzes their needs; Suggests solutions; Gains their commitment and Provides professional follow-up will have a direct impact on your company's growth and success.

Throughout Quota® RETAIL™, your sales people will learn how to improve their performance in each of these key responsibilities.

As in real life, the decisions they make will have a direct and quantifiable impact on your own businesses sales success.

Quota® RETAIL™ is a one day program that follows the well-known Quota® gamification process including:

- I. Each Quota® RETAIL™ player receives: workbook; Pen; Binder; Prizes
- II. Skill Review Cards to review content on the job
- III. Merchandising Handbook for tips & techniques on improving store sales



Quota® Professional Services™ (QPS™) recognizes that professionals (Lawyers; Accountants; Consulting Services) require skills in business development and rainmaking.

These skills follow the same core business development skills taught in Quota® but have been customized for professional services industries and the lexicon typically used in these services.

Quota® Professional Services™ is a fun, interactive learning experience that teaches participants critical business development and account management skills.

QPS™ is a core program that teaches business professionals a 6-Step program covering:

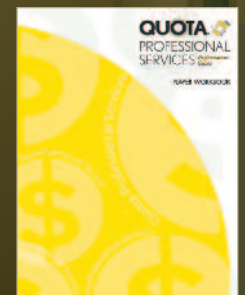
1. Prospecting & Qualifying
2. Initial Meeting
3. Needs Analysis
4. Presentation of Services & Fees
5. Client Approval
6. Commitment and Delivery of Service

Whether a junior partner; new accountant or consultant, your ability to generate new business and sustain client relationships is critical to your ongoing success.

QPS™ provides the roadmap on all the competencies required to achieve business development success.



Quota® RETAIL™ also links with other Quota® system programs including: Quota® COACH™ (for Store Managers); Quota® Q'ube™ (for in-store sales meetings); and Q NEWS™ (for contemporary sales tips & techniques).



QPS™ follows the unique Quota® gamification process and provides each attendee with QPS™ pre-work; workbook; binder; laminated skill review cards; pen and QSSL™ prizes. QPS™ is a one-day program that requires little time off the clock but an immense impact on bottom line success!



Quota® System programs

Quota® DecisionLab™, Quota® Charisma™



Looking for the next great meeting?

Organizations struggle every day with how to better engage their human resources and tap into their innate skills and creativity.

Millennials, in particular, are used to quick, highly interactive, gamified learning. The challenge is how to develop and bring out their decision-making skills in a fun, team building activity.

Introducing Quota® DecisionLab™. This program has been taught across North America and Europe and receives fantastic reviews from organizations and participants.

Emotional & Rational Decision-Making, Rational Switch; Decision Biases; Decision Matrix and Decision Process are some of the core skills taught in this totally unique learning experience.

Using Texas Hold'em Poker as a learning method, participants receive: workbook; game prizes; certificates and pre/post work.

The course teaches:

- Emotional and Rationale Decision-Making
- Problem structuring methods
- Decision-making evaluation and execution tools
- How to guard against decision biases
- 'People' analysis tools
- Decision-making factors utilizing expected value outcomes
- Decision-making process and spreadsheet

Can you guess the amount of business opportunities lost because your sales person didn't have 'chemistry' with your client?

We live in the time of Homogeneity. One salesperson is just like the other. They know their products and their companies. They recite their product benefits by heart. They typically ask one open question after the other. Their clients don't remember them after a few hours.

The reason for being easily forgettable is simple: they were trained in old sales techniques that focus on Feature-Advantage-Benefit (FAB) or asking questions.

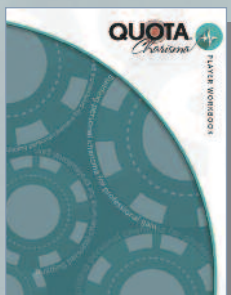
To today's sophisticated customer, one salesperson is just like the other. Customers have developed a wide range of defence-mechanisms against typical sales methods. Customers expect their representatives to already know their business and how their products/services can benefit them.

However, we are also living in an entertainment culture. We remember the story a charismatic speaker told us in their speech at a conference, but we don't remember the slides of previous presentations.

Customers are drawn by the energy and personality of a salesperson who goes beyond selling. Partnering with them is simply a positive experience. **This is why we developed Quota® Charisma™!**

DecisionLab™

This 1/2 to full-day program is unlike any other training program in the market today... and it works!



Charisma™ trained salespeople simply means more business for you!

This program is for the sales person that wants to stand out in a crowd and have a stronger 'connection' with their clients.



Quota® PPA Reports

There are 3 elements necessary in developing elite sales performers: The first is to get the best possible candidate for the position required. The second is to provide the training and orientation needed to get them up to speed and producing in as short a time span as possible. The final element is to manage the performer in a way that they continue to learn and thrive in your work environment. While the Quota® INTERNATIONAL programs are excellent at the 2nd and 3rd elements, we recognized that the first element also has a direct impact on your organizations long term success.

To that end we analyzed the leaders in the behaviour assessment industry and have partnered with Thomas International, a global leader in their field. Thomas International is operating in 60 countries, 56 languages and has provided assessments to over 32,000 clients. Working together, we created the QUOTA® PPA™, an indispensable tool that provides critical insights into potential candidates, In just 8 minutes!

The QUOTA® Personal Profile Analysis (PPA) provides an accurate insight into how people behave at work, answering questions such as: what are their strengths and limitations? How do they communicate? Are they self starters? What motivates them? Working with Thomas International, a global behavioural assessment company, the Quota® PPA provides an accurate insight into how people behave at work, giving you a greater level of certainty when recruiting, identifying where to maximise your learning and development budget and understanding where to boost morale to avoid staff turnover.

It will also enable you to spend less time managing your underperformers and focus more time on those who will truly drive your business forward. Quota® PPA takes only 8 minutes to complete online and provides you with an initial profile detailing a person's strengths and limitations, their communication style, their value to the business, what motivates them, their basic fears and how they behave under pressure.

Once a Quota® PPA has been completed, you have instant access to 18 additional reports that enable you to match people to jobs, sift CVs, manage, coach, develop and train your people.

The Quota® PPA provides insights on how to:

- Recruit the right person
- Improve communication
- Motivate and engage staff
- Identify areas for development
- Manage performance

This phenomenal tool is done online by the candidate and has an extremely high degree of accuracy. It provides critical information on how to best manage your new sales associate and how they react under stress. Equally important is that you first identify the preferred profile you are looking for (dependent on the type of sales position) and then use the Quota® PPA™ to focus in on whether the candidate in question is best suited for the role.

Each client will receive a 7-page report on the candidate that is critical for your recruiting and training plans.



To receive more information on the Quota® PPA™, please contact your local Distributor or Quota® INTERNATIONAL head office at: inquiry@quotagame.com



Quota®, QIS™, QTTM™ & CPSA Online Prep Course & Examination

Quota® INTERNATIONAL is an Accredited Partner with the Canadian Professional Sales Association (CPSA). As such, all Quota® INTERNATIONAL programs receive recognition as Professional Development hours. Many Quota® clients have been recognized with the following three levels of professional accreditstions:

- CERTIFIED SALES ASSOCIATE
- CERTIFIED SALES PROFESSIONAL
- CERTIFIED SALES LEADER

- 1) Students must complete the 3 Quota® programs and the CPSA online preparation course (1/2 day).
- 2) The student then writes a written examination (invigilated) and does a live or Skyped oral examination.
- 3) On graduation the student receives their internationally-recognized CSA (Certified Sales Associate), CSP (Certified Sales Professional, or CSL (Certified Sales Leader)

One all inclusive fee includes all training, classroom instruction, workbooks, prep course and examinations

FOR YOUR COMPANY...

- Set a measurable benchmark within your sales team
- Differentiate your sales team by increasing their credibility
- Decrease turnover by setting a hiring standard for new staff
- Assist with ongoing training and career development
- Demonstrate your commitment to the profession

AS A CSA, CSP OR CSL...

- You are identified as a highly competent professional who has demonstrated and met the standards for experience, knowledge, attitude and skills set by the CPSA Sales Institute
- You improve your career growth opportunities, advancement, and earning potential
- Employers know you have solid selling skills and the credentials to prove it
- Customers know that you meet a set of rigorous standards for excellence and adhere to a strict Code of Ethics
- You are committed to personal career development and lifelong learning



Quota®

Academic Partners Program

ACADEMIC PARTNERS PROGRAM

Sales and Sales Management courses are in high demand in Academic Institutions. Undergraduate and graduate students have flocked back to Continuing Education and Executive Institutes to round out their qualifications and obtain real-world skills that will have an immediate impact on their performance and success.

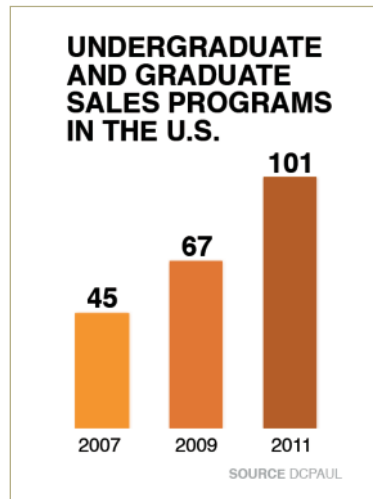
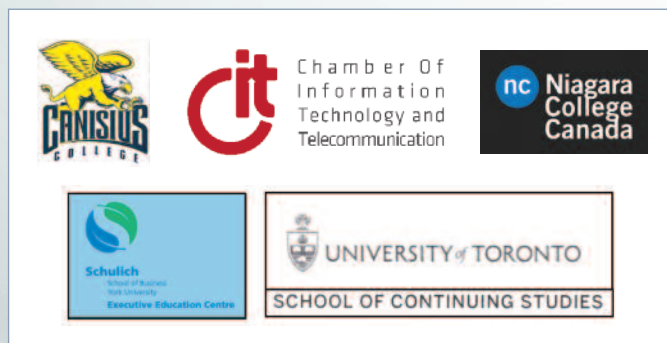
Quota® has partnered with various Academic Institutions (University of Toronto; York University Schulich Executive Centre; Arab Academy of Science, Technology and Maritime Transport; Canisius College) to provide students with a turnkey learning experience.

Using a unique gamification methodology, Quota® provides a three-semester program that is unmatched for student ratings and revenue generation for the institution:

- Professional Sales Practices and Advanced Strategic Selling (QIS™)
- Time & Territory Management
- Professional Sales Management

These three programs require 78 hours of classroom time and are delivered by local Quota® certified instructors. Learning Objectives; Class Delivery Schedules; Assignment Packages; Text; Course Outlines; Classroom delivery tools, Final Examinations and Instructors are all supplied by Quota®. All you need to do is provide a classroom and add us to your curriculum!

Sales and Sales Management courses are critically important to local students and businesses. A recent article in the Harvard Business Review stated: "Sales excellence is vital to any business but rarely taught by business schools. Traditionally there have been reasons for that, but as selling becomes more sophisticated and solutions-oriented, and good sales jobs go unfulfilled for lack of qualified applicants, the value of university-based education rises".



FOR MORE INFORMATION,
PLEASE CONTACT:
[www.quotagame.com/
academicprograms](http://www.quotagame.com/academicprograms)
or inquiry@quotagame.com



"Harold Hauca, Vice President of Sales and Marketing at ClearTech, took his sales team to a Quota® seminar a bit more than a year ago, and since then, has seen a 12% to 15% increase in sales. "What really attracted me to the system was it walked us through the sales cycle and simplified it, so it was very understandable". Mr. Hauca says "And it was very entertaining. They had a blast."

FINANCIAL POST
September 2012

Quota®

Coach Certification and Public Seminars



"... It was an ideal program for our national sales meeting as it was adaptable to all levels of experience within our team and provided training in so many important sales competencies across the sales spectrum. Our evaluation sheets prove that the exercise was very well received by our team. It allowed the team to have fun and it promoted team-building."

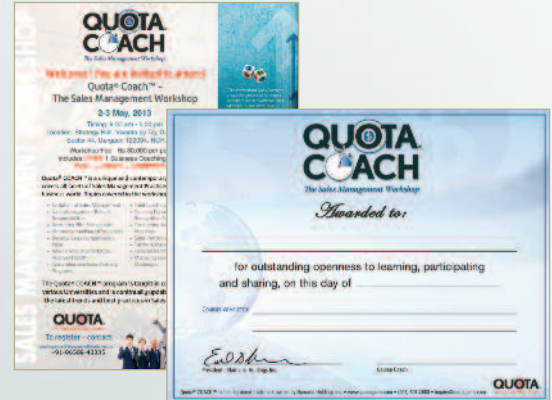
Mackie I. Vadacchino
CEO
Bioforce Canada Inc.

Quota® Coach Certification

Interested in bringing Quota® in-house? Quota® provides a complete Coach Certification Process that will allow your organization to Coach Certify your own in-house coaches.

This process will allow you to deliver Quota® programs on your own schedule and provides significant investment savings on materials and reproduction.

For more information, please contact your Quota® Distributor or Quota® Head Office.



Quota® Public Seminars

Quota® offers public seminars on our core programs periodically in regions around the world.

Should you have only a few sales people or managers, they can enjoy the same Quota® experience as larger organizations by attending our public seminars.

Plus, if you are interested in evaluating our content for a larger team, our public seminars are a terrific way to immerse yourself in the Quota® experience first hand.



For information on public seminars in your area, please contact your local distributor or view our public seminar schedule at www.quotagame.com.

Quota® is both sensitive and committed to providing the Quota® experience in each player's mother language. As such our team will work with yours to ensure all training material is word-for-word translated and culturalized as needed. Quota® has extensive experience with translation subtleties and believes it is critically important that all participants get the full Quota® experience!

Our team can also create a totally customized version of our programs using your own sales process; language; lexicon and industry examples. Our customization capabilities also extend to in-house Coach Certification and reproduction rights should your population warrant it.

Programs already translated into French are:

- Quota® - Le jeu de la performance en vente
- Quota® B2C™
- Quota® COACH™ - l'Atelier de la gestion des ventes
- Quota® Q'ube™
- QIS™ - La vente axée sur l'enjeu



Quota® est une expérience amusante, interactive et compétitive qui apprend aux joueurs les cycles de vente de type « commerce à commerce » (B2B). Chaque joueur développe des habiletés et des connaissances essentielles de vente en jouant et en s'amusant ! Les représentants des ventes ayant participé à Quota® ont obtenu:

- Plus grande fidélisation des prospects/clients
- Meilleure pénétration et ventes croisées dans les comptes existants
- Ratios plus élevés de conclusion de vente
- Cycles de vente plus courts

Chaque participant reçoit un Portfolio Quota® ainsi qu'un Manuel du participant et apprend les concepts Quota® par diverses activités inspirées des expériences de vente de tous les jours. Les représentants des ventes, qu'ils aient déjà de l'expérience ou qu'ils soient nouveaux dans le domaine, apprennent tout en jouant, grâce aux nombreux conseils et techniques présentés et à l'opportunité de participer activement à l'équipe.

Quota® est une excellente méthode pour apprendre des habiletés de vente et des connaissances essentielles dans une atmosphère pédagogique nouvelle et dynamique.



"our firm embarked on the creation of a custom sales training program based on our desire to have an 'in-company' program that completely reflected our sales process; company culture and unique selling proposition. After reviewing various programs in the marketplace, we chose the Quota® System for its unique capabilities. The Quota® team was absolutely outstanding in their responsiveness; sensitivity and reliability. The final product was exactly as promised and we are now in process of rolling it out to our dealers and reps across Canada."

Gabriel Nicoletti -
Director, Dealer &
Residential Sales



The Quota® sales system has been fully anglicised for our United Kingdom clients.



Quota - El juego de alto desempeño en ventas, se encuentra tambien disponible en Español.



Les produits Internationaux Quota® ont été traduits en français pour notre clientèle québécoise et internationale francophone.



QUOTA - A PROFI ÉRTÉKESÍTÉSI TRÉNING JÁTÉK MÁR ELÉRHETŐ MAGYARUL IS!



Podstawowe programy Quota® zosta y przet umaczone na język polski i są dostarczane przez naszego polskiego partnera z siedzibą w Warszawie.



كوتا - مباراة رفع أداء المبيعات متوفرة الآن باللغة العربية



Quota[®] regions

The Quota[®] system is distributed through a network of outstanding regional distributors. Each local Quota distributor has extensive experience in sales and sales management and is responsible for their team of coaches, business development specialists, administrators and customer development specialists. Quota[®] is also interested in expanding our operations into new markets and welcomes your inquiry at: inquiry@quotagame.com

Quota[®] products and services can be found in a number of global regions: Canada; USA; United Kingdom; Central Europe; Middle East; S E Asia; Latin America. If you are located in one of the above areas, we have outstanding local distributors that would be pleased to answer all of your questions and meet with you as required. If you are not located in one of the above global regions please contact our head office at : inquiry@quotagame.com.

DISTRIBUTORS

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Quota® Leadership

Introducing the Quota® Team



PRESIDENT & CEO

EARL ROBERTSON (Canada)

Earl Robertson is President and Founder of Quota® and Namaico Holdings Inc. Earl has had an extensive career in sales, marketing, operations and executive management. Mr. Robertson has been CEO of a \$40,000,000 staffing services company, President of an international technical training company and was a former executive with Xerox Learning Systems and top salesperson with Procter & Gamble Inc. He is a graduate in business from Concordia University in Montreal and has also served as a Business Advisor to the Concordia University Faculty of Commerce and is a Lead Judge at the annual INTERNATIONAL MBA CASE STUDY COMPETITION. Mr. Robertson has also served on a variety of Boards (public and private).



DIRECTOR, FACILITATORS

GEORGE ANASTASOPOULOS (Canada)

George Anastasopoulos is an accomplished Leadership and Sales Coach, and catalyst for clients to apply new learning and perform at their best. He is a dynamic facilitator, skilled trainer, moderator, sales professional, disciplined marketer and experienced executive. A former VP Sales with a major packaged goods company, George has provided sales and customer relationship support to clients such as: Mars, GlaxoSmithKline; Grace Kennedy; Sobey's; Wrigley; Pepsi-Cola; Nestle; Alcon; Fuji Photo Film and Loblaw's.



DIRECTOR, INFORMATION TECHNOLOGY

TERRY LEWIS (Canada)

Mr. Terry Lewis is the Director, Information Technology for Quota® and manages our I.T. team including the company website; blog; online products and Quota® CRM™. Terry's team works with our clients on their CRM implementations and also provides web marketing tools and process for interested clients. Terry's key skills are: technical translation, task prioritization and technology implementation management. Terry is the key touch-point and common thread that runs through any Quota® projects that involve our CRM, web or online products.



MASTER DISTRIBUTOR USA

DOMENIC GIGLIOTTI

Domenic Gigliotti is a Regional Director of Business Development for an International Management Consulting Firm. He is a goal-oriented, results-driven, sales team leader with over 21 years of sales and sales management experience. Domenic has worked in a variety of industries within North America including healthcare, financial services, managed care and consulting services. He has lead various teams, developing and implementing successful sales/marketing strategies with a consultative, needs-based, customer focused approach.



MASTER DISTRIBUTOR NETHERLANDS

JULIE ALLEN MIESNA, MBA, BSC

Julie was Director of Global Key Account Management for Philips. During her 20 year career with them she fulfilled many roles, including frontline sales and sales management, product management, marketing strategy and operations, customer excellence and business planning. Julie has a good understanding of different cultures, sales channels & business practices and an extensive appreciation for diversity. Julie is also the Executive Director of the Netherlands-Canada Chamber of Commerce, promoting trade, investment, industry, commercial services and cultural affairs between Canada and the Netherlands.



MASTER DISTRIBUTOR LATIN AMERICA

JORGE ORTIZ

Mr. Jorge Ortiz. Jorge is a graduate student of the Professional Sales Management program at the University of Toronto and has residences in both Canada and Bogota, Colombia. Jorge has a bachelor degree in Law and Political Science from the University of Cartagena in Colombia and 10 different companies in Latin America over the past 15 years. He has been working with executive teams, entrepreneurs and business owners for many years, helping people to transform business ideas into profitable companies. Jorge provides personal coaching with a focus on business innovation as a vehicle to success. Jorge's has operations in the Colombian marketplace and is expanding Quota® interests across Latin America.



"It was an ideal program for our national sales meeting as it was adaptable to all levels of experience within our team and provided training in so many important sales competencies across the sales spectrum."



MASTER DISTRIBUTORS HUNGARY

PÉTER VITÉZY

Péter Vitézy has an extensive corporate background with over 17 years in Pharmaceuticals (Business Unit Manager at Teva back); Transportation (DHL); and Telecom (Hungarian Telekom). Péter and Marcell embarked on creating 'DecisionLab' and studying how to become expert trainers. Since forming their company, they have created products in: negotiations; attraction sales and leadership. Recently certified as a Quota® trainer, Péter and his team are focused on international expansion of both the ActionLab and Quota® brands. Péter can be reached at: peter.vitezy@actionlabconsulting.com



MARCELL KARDOS

Former Microsoft Manager, Marcell Kardos made a fateful decision to embark on an entrepreneurial career with Péter Vitézy...and hasn't looked back. Joining with Péter, in 2007 they created their first product 'DecisionLab' and eventually founded ActionLab, in 2010. Their company has had aggressive growth and expansion into multiple products and countries since that time with operations now in Hungary, Singapore, Austria and Poland. Marcell opened up the Singapore office for ActionLab in 2011 and landed a key client in the Bank of Tokyo. Concentrating on further international expansion, Marcell and Péter see a world of opportunity to co-mingle Quota® and ActionLab programs and provide a powerful learning experience to their existing and new clients. Marcell can be reached at: marcell.kardos@actionlab.hu



REGIONAL DISTRIBUTOR MIDDLE EAST

AHMED ELKOUSSY

Mr. Ahmed Elkoussy is a professional Management Consultant specialized in Organization Development (OD) and has helped many Organizations through his experience to grow and apply international Quality Standards. He is specialized in establishing Organization Strategies, Key Business Processes, and Performance Measuring Systems using Balanced Scorecard as well as Human Resources practices to lead Organization achieving high level of Excellence Performance. Over the last 15 years, Mr. Elkoussy has developed a large network of relationship as well as very high level of credibility in the field of Management, Quality, Customer Satisfaction Management and other managerial topics.



MASTER DISTRIBUTOR UK

MARTIN ALLISON, F.INST.SMM

Martin has worked as Chairman of various boards and provided coaching to entrepreneurial businesses owners for over 25 years. As a General Manager of a major international bank he led sales teams of hundreds of people responsible for providing funding packages and strategic business counsel to aid business owners achieve the personal and business visions. Martin was the Dean of Leeds Business and Law Schools in 2009/10 and successfully managed the opening of the new £50 Million Rose Bowl complex. He also served as Chairman of the British Bobsleigh and Skeleton Association. With extensive experience in sales and sales management, Martin brings an incredible wealth of real-life experience to his clients.

QUOTA® DISTRIBUTORS AND COACHES

COACHES

Quota® Coaches have been specifically recruited and certified due to their extensive real world sales and sales management experience. All Quota coaches have established themselves as top performing sales professionals and have had successful careers as sales executives for many of North America's leading sales organizations.

Each Quota® Coach has been certified by the Quota® Master Coach and are encouraged to provide 'war stories' from their own selling and coaching experiences. These experiences help Quota® Players 'link' the Quota® content to their own selling environments... and add to a memorable learning experience.



FERGUS CHAPMAN

Fergus's entrepreneurial passion was sparked at the age of ten when his parents started a small family business. He earned his real estate license as a teen and bought rental properties. The last twenty years have seen him in senior leadership positions, in the CPG industry. He has extensive North American experience leading sales, marketing and eCommerce teams as Vice President of Sales & Marketing. Additionally he has experience with startup companies in the commercial and industrial industries.

Fergus brings his unique drive and sales excellence to every project, and person, he works with.



DR. DAN EDGAR (Coach Halifax, NS)

Dan Edgar began his sales career in industry automation, after graduating from Dalhousie University in Halifax with majors in Mathematics and Engineering. In 1987 Dan joined Learning International (formerly Xerox Learning Systems) to learn more about the "human machine". Later he acted as Vice President of Corporate Development before joining Franklin Quest (now Franklin-Covey). Dan has facilitated strategic planning, sales training, and leadership development sessions across many industries.

Quota® Distributors & Coaches

COACHES CONTINUED



ANNALISA (CRASH) LAROCCA

(Distributor Mississauga)

Ms. Larocca is a marketing graduate of Ryerson University and worked for 19 years for L&K International Training, the international leader in Power Industry Training. She was promoted to Director of Sales and Marketing for L&K and worked extensively in international business development for over two decades.

A seasoned sales manager, Ms. Larocca was responsible for a direct sales force and international agents. She has traveled around the globe and across the USA and Canada. Annalisa has experience in all aspects of direct marketing and has personally sold over \$11,000,000 in training business to a global clientele. She brings extensive international selling experience to Quota®.



RICHARD HIGHAM MA

Richard is a highly experienced reflective practitioner in the field of sales and key account management. He has won, designed and led sales performance projects across the world for over 25 years. He is known for his ability to deliver measurable, sustainable

results through a blend of innovative thinking and a pragmatic hands-on approach. He is a compelling speaker, trainer, writer and coach.

Richard has an MA from Jesus College Cambridge, is a Founding Fellow of the Institute of Professional Sales and a Fellow of the Royal Society of Arts & Commerce. He is a Member of the Association for Coaching. He is an adjunct lecturer on the Dublin Institute of Technology's Postgraduate Diploma in International Sales course and runs business development and leadership programmes for Bayes Business School, City, University of London.

As a Founding Director of Sales Fitness Group he is responsible for developing and implementing the firm's sales performance concepts and solutions. He works closely with a limited number of clients especially in the fields of key account management, business development and sales organization and leadership.



SANDRO VERRELLI

Sandro Verrelli is President & CEO of the Canadian Professional Sales Association (CPSA), the national industry association that supports sales professionals with skills development and resources that transform careers and creates advantage for members coast-to-coast-to-coast. He brings the people he serves over 30 years of experience in sales and operations leadership roles.

Over the course of his career, he has optimized organizational and growth performance with a diversity of Canadian and international firms. Challenges and opportunities that have been an expression of his passion for discovery, strategic problem-solving, and ultimately breakthrough.

Today Sandro lives in King, Ontario and proudly holds the Certified Sales Leader (CSL) designation with the CPSA.



KY JOSEPH CSL

Ky is President of Port Credit Real Estate Investments Inc. and large scale shareholder of several Canadian radio stations. As the former Executive Vice President Sales with Evanov Communications Inc. Ky built 18 successful media companies from the ground up.

Over the last three decades, her focus has been executive management and operations, with a sharp focus on building and developing extraordinary sales and marketing teams. As a consummate sales professional herself, she is a firm believer you can't coach someone in an area you haven't mastered yourself.



PAUL CASTANHEIRO

Paul has an extensive career in sales and marketing executive management. Working with one of Canada's premier organizations, Paul has held Vice President, senior Vice President and President positions. He has also held Vice President of Sales positions with three other market leading companies and managed over 600 specialty and corporate accounts. Originally from Montreal, Paul is also fluently bilingual.

QUOTA® OPERATIONS



JAKE ROBERTSON

Operations Associate

Jake manages the Quota® inventory, handling and shipping duties. Jake also liaises with our printing and production suppliers and international shippers. A musician by trade, Jake is also pursuing his Certified Sales Professional designation and meeting clients that require operations assistance.



"Since the session, some feedback has come in as follows:

"10 times better than previous trainer... It wasn't about the trainer, it was about the training!"

"Best training I've ever been through"

"When I heard it was going to 4:30 I thought it would be draining. It not only flew by, but I left energized and pumped!"

"Impactful"

Adam Wills
Sales Manager
Redmond Williams

QUOTA® CRM™

QUOTA® Q'ube™

QUOTA® Coach™



INTERNATIONAL

The Leader in Sales Gamification

QUOTA® B2C™

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QUOTA® French™

QUOTA® The Sales Performance Game™

www.quotagame.com

THE GLOBAL LEADER IN SALES GAMIFICATION

