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**MEMO**

**TO:** All Sales and Customer Support Team Members

**FROM:** Tyler Tonnesen

**DATE:** April 19, 2017

**SUBJECT:** Use LinkedIn to Dominate the Competition and Win It All

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On behalf of the Officegadgetsexpress.com executive team, I'm thrilled to announce our new sales tournament and incentive structure for the coming quarter. We'll be using the social media platform, LinkedIn, to help boost your personal sales. This memo will briefly cover our plan for training, important deadlines, the support systems we have in place to help you, and the details of an exciting three stage tournament. I'll also post a LinkedIn tutorial, more details on incentives, and full competition rules on the company intranet later today.

**You'll receive support and get paid to design a LinkedIn profile due April 28**

We need to respond to a negative trend in our sales. In order to keep from downsizing the company, we must work together to implement new ways to attract customers. We believe we can gain new customers through our LinkedIn initiative.

I believe you'll quickly find LinkedIn to be a powerful tool that's surprisingly easy to use. To get us all started, we'll have LinkedIn training sessions to help you gain the skills you'll need to ultimately win incentives—and glory—in the coming company tournament. Not only will these sessions be free, but *we're going to pay you to attend during work hours*.

To help you get started, we'll dedicate time during every workday to design your profiles. We're also going to develop sample user accounts to allow everyone to learn techniques and practice engaging with fake prospect customers before doing the real thing.

The games will begin *April 25<sup>th</sup>*; so the sooner your profile is complete—the better. *The final deadline to complete your profile is April 28<sup>th</sup>*. If your profile isn't complete by this date, you'll be ineligible for the competition and your possibilities to earn incentives will be lost.

**Stage I: Rise to the top of individual sales leaderboards**

I'd like to briefly explain an exciting sales tournament we're using to incentivize you to use LinkedIn. The competition will go live on April 25<sup>th</sup>. Officegadgetsexpress.com has invested in the technology for everyone to have access to real-time updated leaderboards for the entire month of May.

The leaderboard will measure three metrics listed in order of ascending value. These metrics are: profile completion percentage, total LinkedIn connections with existing company clients, and new customers acquired from LinkedIn.

Top leaderboard performers will win daily prizes followed by much larger weekly bonuses; raises/promotions will go to those leading the board at the end of the month.

