The Sales Academy

Rise from Rookie to Revenue Champion

Corporate Sales Training
Gamification Lesson Plan

Meaningful Online Lesson Design – Part 2 Presentation



Why Gamification? — Reflection & Theory

My Reflection

As someone pursuing a career in corporate instructional design, I chose gamification because I have seen firsthand how traditional onboarding fails new hires — long slide decks, passive videos, and one-shot assessments that don't stick.

Sales training in particular suffers from this: reps are thrown into client calls without meaningful practice. Gamification addresses this by making failure safe, progress visible, and repetition motivating — all things I want to bring to corporate L&D design.

This lesson plan reflects how I would actually design a training program if hired as an instructional designer today.

Deterding et al. (2011)

Gamification applies game design elements in non-game contexts to drive engagement and motivation — directly justifying XP, badges, and leaderboards in this training.

Kolb (1984) — Experiential Learning

Learning is most effective through doing and reflecting. Role-plays and post-lesson journaling ensure trainees experience, reflect, and apply — not just receive.

Kapp (2012) — Game-Based Learning

Games create intrinsic motivation through challenge, curiosity, and control. The quest structure and retry mechanic directly apply Kapp's framework for meaningful practice.

Deterding et al. (2011). MindTrek. | Kolb, D.A. (1984). Experiential Learning. | Kapp, K.M. (2012). Gamification of Learning and Instruction.

Learner Group & Lesson Overview

Who Are the Learners?

New corporate sales hires (0–1 yr experience) at a mid-size B2B firm. Learners are tech-comfortable, motivated by results, and respond well to competition and visible progress. They need to rapidly learn the full B2B sales cycle before taking independent client calls.

Lesson Outline

Format: Online, self-paced + live facilitated sessions

Duration: 4-week blended program

Structure: 6 gamified quests; rank-based progression

Delivery: LMS modules + live Zoom role-plays + leaderboard

Learning Objectives

Bloom's Taxonomy — Knowledge through Evaluation

KNOW	Identify key stages of the B2B sales cycle and explain each stage's purpose
APPLY	Demonstrate cold calling & discovery call techniques through live role-play
APPLY	Handle 5+ common objections using the LAER framework (Listen–Acknowledge–Explore–Respond)
CREATE	Construct a customized 10-slide pitch tailored to a specific buyer persona
EVAL	Evaluate a peer's pitch using a structured assessment rubric

Bloom, B.S. (1956). Taxonomy of Educational Objectives. | Anderson & Krathwohl (2001). A Taxonomy for Learning.

Learning & Technology Resources

LMS

Workday Learning / Cornerstone — module delivery, XP tracking, completion data

Zoom

Live role-play sessions, remote facilitation, session recording for review

Pre-Reading

Challenger Sale summary (PDF) + 3 LMS video modules on B2B sales cycle (~20 min)

Leaderboard

Google Sheets / Kahoot — real-time XP display, rank visibility, weekly updates

Canva/Slides

Pitch deck builder for Quest 5; Google Forms for peer evaluation rubric submission

Bartle Test

Gamer psychology assessment groups learners by type (Achiever, Explorer, Socializer, Killer)

Pappas, C. (2015). Gamification in eLearning: The Complete Guide. eLearning Industry. | Bartle, R. (1996). Hearts, Clubs, Diamonds, Spades.

Pre-Lesson Activities — Rookie Onboarding

Before training begins, learners complete:

01

Bartle Test of Gamer Psychology

Learners identify their gamer type so cohorts can be grouped strategically (Achiever, Explorer, Socializer, Killer). This informs team composition for collaborative quests.

02

Pre-Reading & Video Modules

Read the 12-page Challenger Sale summary PDF. Watch 3 LMS video modules on the B2B sales cycle (~20 min total). Complete a reflection check.

03

Sales Academy Rulebook

Download and review the rulebook covering XP system, rank requirements (Rookie→Closer→Rainmaker→Revenue Champion), retry rules, and leaderboard structure.

04

Quest 1: Sales Foundations Quiz

Complete a 20-question online quiz (70%+ required to unlock the Closer rank). Up to 3 retries allowed; each retry costs 10 XP.

Deterding et al. (2011). From Game Design Elements to Gamefulness: Defining Gamification. MindTrek '11.

Lesson Activities — 6 Quests | Rank Progression

ROOKIE

Quest 1

Sales Foundations Quiz (20Q, 70% +)

ROOKIE

Quest 2

Cold Call Role-Play (live, w/ trainer gatekeeper)

CLOSER

Quest 3

10-min Discovery Call Simulation (Zoom, recorded)

CLOSER

Quest 4

Objection Gauntlet – 5 curveball objections (LAER)

RAINMAKER

Quest 5

10-Slide Pitch Deck Build & Peer Presentation

CHAMPION

Quest 6

Live Pitch to Leadership Panel — 80%+ to graduate

Kapp, K. (2012). The Gamification of Learning and Instruction. Pfeiffer. | Harsma et al. (2021). MAVLearn Gamification Template.

Post-Lesson Activities — Cementing the Learning

Reflection Journal: Trainees submit a 300-word written reflection: What techniques worked? What would you do differently in a real client call? Connects to personal experience (Kolb, 1984).

Peer Feedback Review: Each trainee reviews feedback received on their Quest 5 pitch deck. They revise one slide based on peer input and resubmit with a change-log — practicing iteration.

Discovery Call Rewatch: Trainees rewatch their Zoom-recorded discovery call (Quest 3), self-score against the rubric, then compare with the trainer's score and identify gaps.

Co-Design Challenge: Top-ranking Rainmakers co-design one of the Closer-level challenges for the next training cohort. Deepens mastery by requiring learners to teach the concept.

30-Day Sales Sprint: After graduation, Revenue Champions track their first 5 real sales activities and report outcomes back to the group — applying learning on the job immediately.

Kolb, D.A. (1984). Experiential Learning. Prentice Hall. | Siemens, G. (2005). Connectivism: A Learning Theory for the Digital Age.

Assessment Plan

Formative assessments build toward a summative final pitch (Quest 6)

Assessment	Quest	Type	Objective Measured	Passing Threshold
Sales Foundations Quiz	Q1	Formative	Identify B2B sales cycle stages	70%+
Cold Call Scorecard	Q2	Formative	Demonstrate cold call technique	Trainer: ≥12/20
Discovery Call Rubric	Q3	Formative	Conduct discovery call, identify needs	Trainer: ≥14/20
Objection Gauntlet	Q4	Formative	Handle 5 objections via LAER	4 of 5 passed
Pitch Deck + Peer Eval	Q5	Summative	Build & present custom pitch	Peer avg ≥ 3.5/5
Live Leadership Pitch	Q6	Summative	All objectives – graduate assessment	Panel score ≥ 80%

UW-Stout (n.d.). Creating and Using Rubrics for Assessment. https://www.uwstout.edu/... | Harsma et al. (2021). MAVLearn.

Sample Assessment Rubric — Quest 6: Live Sales Pitch

Modeled on UW-Stout rubric best practices | Panel scores on 5-point scale

Criterion	1 – Beginning	3 – Proficient	5 – Exemplary
Opening Hook	No hook; jumps to product	Clear hook; references client pain	Compelling hook; personalised to client industry
Needs Discovery	Assumptions only; no questions	Asks 2–3 discovery questions	Probing questions uncover unstated needs
Value Proposition	Generic; no differentiation	Clear value; some differentiation	Tailored ROI; quantified benefit for this buyer
Objection Handling	Ignores or deflects	Acknowledges, gives partial response	LAER fully applied; objection becomes opportunity
Closing Technique	No close attempted	Soft close with next-step request	Assumptive close with specific follow-up commitment

UW-Stout (n.d.). Creating and Using Rubrics for Assessment. | Wiggins, G. (1998). Educative Assessment. Jossey-Bass.

References

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- UW-Stout (n.d.). Creating and Using Rubrics for Assessment. https://www.uwstout.edu/academics/online-distance-education/online-professional-development/educational-resources-rubrics/



Ready to Level Up?

The Sales Academy gamification model transforms passive sales onboarding into an engaging, measurable, and motivating journey to Revenue Champion.

Thank you