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

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 latertoday.

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 25th*; so the sooner your profile is complete—the better. *The final deadline to complete your profile is April 28th*. 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^{th} . 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.

Stage II: Buckle up and prepare for... THE CUP

The culmination of everyone's hard work truly begins in June with the start of the all-company tournament—The Cup. Based off of your individual performance in the month of May, you'll qualify for one of four divisions. Division I, for example, will include the highest performers and be eligible for the greatest incentives. Once you've qualified for a division, we'll randomly assign you to a team of four.

The only metric measured for The Cup is your team's overall new customers gained from LinkedIn. Working in teams will allow you to explore the best strategies for new customer acquisition.

Stage III: Achieve larger prizes during July Madness

Teams will face-off in seeding matches against other teams each week. After four weeks, your team's record (for example 4-0 or 1-3) will seed you in our company-wide bracket—called July Madness.

July Madness will be a single-elimination tournament. For each round your team prevails, every team member will receive incentives, increasing in value, as the tournament progresses. Train hard now and prepare for greatness.

Get started with LinkedIn now!

We'll start our paid LinkedIn training this week in the office; in the meantime, we highly encourage you to start creating your profile and getting a feel for the website. Go to: https://www.linkedin.com to get started now!

Visit the company intranet for a longer explanation of our strategy and tools you can use to utilize LinkedIn. If you have any further questions, or if we can help you in your profile creation process, feel free to contact anyone on the executive sales team. You can reach out to me personally via email (at Tyler Tonnesen@kenan-flagler.unc.edu). May the best team win!

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Tyler Tonnesen	4/27/17

Date

Student Name