



Drive superior engagement with MySalesGame by CallidusCloud

How can you drive a sales person to adopt the behaviors critical to their success?

Investment in the training and tools that generate successful behaviors is a key pillar of any sales strategy. But for many successful businesses, ensuring adoption of the right behaviors and sustaining those changes, requires an Herculean effort.

Research shows that the three factors critical to driving change are: competition, recognition and mastery. MySalesGame combines all three motivators in its innovative platform, to enable businesses to promote meaningful and sustainable change.

By combining gamification innovations and social technology, MySalesGame delivers better engagement and better sales results at lower costs. Game on!



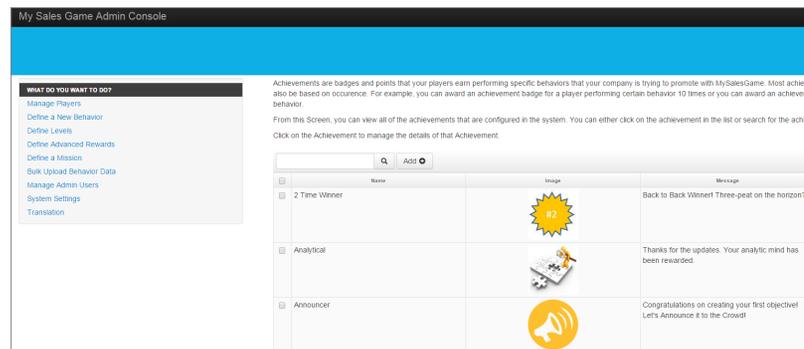
Key benefits:

- Drive adoption of new systems such as CRM
- Increase engagement in a process or training program
- Motivate sales and channel partners to increase revenue
- Improve partner loyalty
- Stretch an incentive compensation budget



Key features:

- Single sign-on across all CallidusCloud applications
- Track behaviors easily with pre-packaged integration to the CallidusCloud suite
- Easy integration with an unlimited number of systems
- Out-of-the-box badge icons, no designwork required



 *MySalesGame is easy to administer*



Sales reps can see how they are faring

How does MySalesGame work?

Many businesses rely on compliance to drive adoption of new processes and systems, often with limited success. For channel partners that do not have to adhere to company policies, success is even more limited. MySalesGame places your organizational goals within the context of a sales game that employees, partners and customers can 'play'. MySalesGame transforms work tasks from obligations into compelling missions and allows businesses to deliver all of the components critical to sustainable change including clear communication, a clear path to mastery, instant recognition and increased competition.

MySalesGame features

Missions

- High-level objectives are broken down into small manageable tasks called missions
- Completed missions are rewarded with points and badges and provide users with instant recognition

Points Tally

- Points are accrued whenever an activity is completed and can be exchanged for physical goods of equivalent value with your preferred rewards vendor

Badges

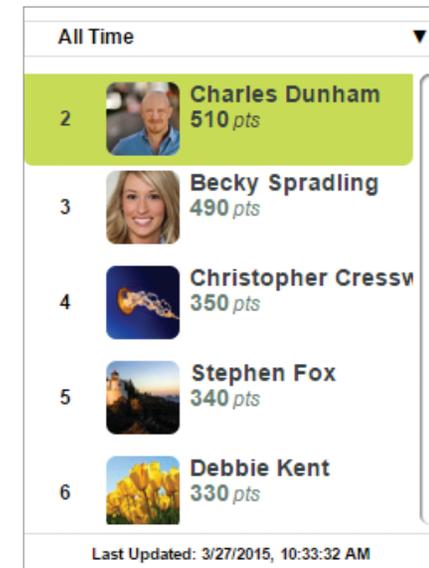
- Users are awarded badges as they level-up and complete missions
- Badges are displayed on the user's profile as well as the activity feed to motivate other users to earn the badge

Leaderboard

- Top performers are identified on a leaderboard

Activity Stream

- Real-time feed displays activities, points and badges



Leaderboards drive competition

About CallidusCloud

Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud based sales, marketing, learning and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, and streamline sales compensation -- driving bigger deals, faster. Over 3,700 leading organizations, across all industries, rely on CallidusCloud to optimize the lead to money process to close more deals for more money in record time.