



UNWRAP THE WINS

A Holiday Guide

FOR SALES TEAMS

December is weird in sales. Half the team is out, deals slow down, and motivation gets... uneven. But SalesScreen is here to help! This guide gives managers a way to keep reps focused, recognized, and connected, without forcing a fourth-quarter sprint that burns everyone out.

Our 2025 guide gives you a mix of **fun**, **practical**, and **impactful** holiday-themed ideas using multi-round competitions, lotteries, Missions, endorsements, celebrations, and more!

Let's make December feel
productive, connected,
and a little more magical.

*Seasons
Greetings*

BUILD A SKI-THEMED MUTI-ROUND COMPETITION

Multi-round competitions are perfect for December because they let you keep things moving across shifting schedules.



Competition Concept: "The Winter Slalom"

A skiing-inspired competition where each round represents a "slope" or "run."

Round Examples:

- **Round 1 – The Bunny Slope:** Follow-ups
- **Round 2 – The Blue Run:** Meetings booked
- **Round 3 – The Red Run:** Opportunities created
- **Round 4 – The Black Diamond:** Deals won or closed-lost reviews

You can weight metrics differently based on difficulty – just like a real mountain.

Why it works

- Visually fun and super easy to theme
- Feels like a journey (perfect for streaks + momentum)
- Breaks December into achievable micro-goals
- Works for mixed schedules because each round resets focus



Bonus Element

Add a **Ski Lodge Reward** for the first person that reaches the summit, something simple like:

- Late start Monday
- Team hot chocolate/coffee
- Lunch on the company



RUN A

Lottery Competition

FOR YOUR
HOLIDAY PARTY

Lotteries are one of your most powerful low-stress competition formats, especially when you combine them with **manual KPI input because** it doesn't rely on volume of activity.

Competition Concept: "The Holiday Door Prize Draw"

Instead of basing entries on deals or revenue, use manual reporting so any behavior can earn tickets.

Examples of manual input behaviors:

- Logging referrals
- Contributing to pipeline cleanup
- Adding customer stories
- Submitting CSAT or NPS responses
- Helping another teammate
- Contributing office holiday snacks
- Wearing an ugly sweater
- Participating in the office charity drive

Every manual submission = a ticket.

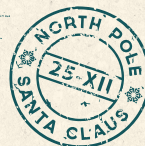
At your holiday party (or virtual gathering), spin the wheel to see who wins!

Prize Ideas:

- A free "late start" day
- \$25 coffee card
- Spa card
- Company swag (even better, let them choose!)
- A silly gag gift
- A "leave early Friday" coupon
- One competition pick next year (this can get surprisingly creative!)

This bridges fun + productivity without adding pressure during the slow season.

USE MISSIONS



for a SECRET SANTA EXPERIENCE

Missions are perfect for small daily surprises that can be achieved through activities not tracked in SalesScreen.

Concept: "Secret Sales Santa" Mission Series

Instead of a physical gift exchange, each day reps receive a mission encouraging them to spread a bit of holiday cheer.

Mission Examples:

- "Give anonymous praise via an endorsement today."
 - This one can be tricky, but a good workaround is to recruit another teammate to post the endorsement on your anonymous behalf - this gets even more people in on the game!
 - Give endorsements to as many people as you can to create confusion on who you could have for secret santa.
- "Share a helpful resource in the team channel."
- "Celebrate a peer's metric by posting a holiday GIF."
- "Bring a teammate a cup of coffee/tea"

Optional Add-On

Reveal Secret Santas at the end of the week and make sure to highlight:

- Most endorsements given
- Most Missions completed
- Best holiday GIF
- Best act of support



This **strengthens culture** even when people are working odd hours or in different regions and time zones!

Holiday-themed ENDORSEMENTS



Endorsements can easily become a holiday game themselves.

A few playful categories:

- ★ **Santa's Little Helper** – Always ready to assist
- ★ **Frosty the Closer** – Closed something big
- ★ **Jingle Bell Rocker** – Brought the energy
- ★ **Hot Cocoa Hero** – Offered encouragement
- ★ **Yule Log Legend** – Quiet, consistent excellence
- ★ **Elf Extraordinaire** – Master of the details

Let your team vote, nominate, or assign these throughout December for cultural lift.

Holiday Celebration Videos

Encourage reps to switch their celebration animations to holiday-themed clips:

- **Mariah Carey** – "All I Want for Christmas Is You"
- **Wham!** – "Last Christmas"
- **Paul McCartney** – "Wonderful Christmastime"
- **Brenda Lee** – "Rockin' Around the Christmas Tree"
- **Dean Martin** – "Let It Snow!"
- **Frank Sinatra** – "Have Yourself a Merry Little Christmas"

You can even run a small challenge: "Find the Most Festive Celebration Video."





HOLIDAY REWARD

Shop Ideas

Make your Reward Shop feel festive, fun, and full of motivation. The holidays are the perfect time to refresh your Reward Shop with gifts that feel personal, joyful, and a little unexpected. A great mix of free perks, funny surprises, and trending items keeps everyone engaged, and gives reps something to look forward to as they earn coins throughout December.

***Quick Tip for Managers**

Add time-limited holiday rewards so items feel special and seasonal.
A little exclusivity = bigger redemption excitement.

Here's a curated list your team will actually love:

FREE (but amazing) Rewards

These cost your company nothing, but feel genuinely valuable to reps.

- Sleep-In Pass (start an hour late)
- Early Friday Dismissal
- No-Meeting Day Coupon
- Choose the Team Playlist for a Day
- "Skip a Metric" Day (no pressure goal for one day)
- Inbox Cleanup Hour (protected admin time)
- Extended Lunch Break
- Takeover TV Celebration (pick the next celebration video for the team)
- "CEO For a Minute" Shoutout (leader records a custom celebration message)
- Choose the Next Competition Theme



Funny / Fun Rewards

Perfect to inject a little competition and lighthearted motivation.

Ugly Sweater Crown (winner gets a literal crown or sash)

Mystery Gift Box (could be great... or it could be a framed picture of their boss)

Desk Décor Swap (someone decorates a coworker's desk festively)

"Jingle Bell Rock" Karaoke Coupon

Holiday Office DJ (choose all office music for a day)

Pet Cameo in Team Meeting (must introduce pet in costume)

Hot Cocoa Delivery (someone brings cocoa to their desk)

Choose a GIF the Team Must Use for the Next Hour

Budget-Friendly Gifts

Easy on cost, big on delight.

- Coffee Gift Cards (\$5-\$10)
- Holiday Snacks Pack (chocolates, cookies, gingerbread)
- Festive Socks (surprisingly excellent gift)
- Seasonal Candles
- Reusable Water Bottle
- Warm Beanie or Scarf
- Desk Plants
- Holiday Mug
- Coloring Book or Mini LEGO Kit

Team-Based Rewards

Great for December group momentum.

- Team Breakfast Delivery
- Hot Cocoa Bar in the Office
- Holiday Movie Hour (virtual or in-office)
- Team Game Break (Jackbox, Kahoot, trivia)
- Charity Donation Made in Their Name
- Group Outing Budget (skating, escape room, bowling)

Trending & Highly Redeemable Gifts

Great for high performers or stretching budgets lightly.

- Stanley/ThermoFlask Tumblers (always trending)
 - AirTag or Tile Tracker
 - Blue Light Glasses
 - Portable Mini Humidifier
 - Wireless Charger
 - Fuzzy Blanket
 - Massage Gun (Mini)
 - Wireless Earbuds (budget version)
 - Gift Card of Choice (Uber Eats, Spotify, Amazon, Zalando, etc.)
 - Face Mask or Skincare Mini Set
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