A SALESFORCE APP

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# WHAT IS IT

**ABC Essentials** is a simple **daily tracker of wellness activities** for Salesforce users. You will be able to log and rate your daily wellness achievements.

How about a little **friendly competition**? Participation is as easy as a, b, c - 1, 2, 3 and there will be **rewards**!

# WHY DO I WANT IT

You’re a sales professional and likely great at taking careof **others’ needs** or at least catering to them. We are making sure you don’t forget to take care of **YOU** too. We’ve all read countless studies demonstrating a correlation to **wellness and productivity** so here’s how we can help.

It’s a simple app installed into Salesforce to keep you on track for wellness achievements.

1. Just like in your sales processes, recording and following through on tasks leads to greater accountability and enhanced performance.
2. You could win. There are leaderboards displayed in your dashboard, there are rewards!

# OK - LET’S DO THIS. Tell me how it’s done.

**A**. Open the ABC Essentials app in Salesforce at the end of each day.

**B**. **Give yourself an A, B, or C, Not Today** based on how you think you did with each action: **A** - Crushed it. I am Amazing, **B** - Solid performance. I could do a little better but I can't be perfect every day, **C** - Crap, today wasn't my best. It's not for lack of desire. I will do better. **Not today** - Not me, not today. Tomorrow's a new day.

You will receive points based on your grade: A = 4 points, B = 3 points, C = 2 points, Not Today = 1 point (YES, participation points!)

**C**. View your progress, and compare it with others on the **leaderboard** located in your **dashboard**. Winners at the end of the week will get **rewarded** by HR. Be prepared to back up those perfect scores.