

Calls 

 Goals

Meetings 

 Pipeline

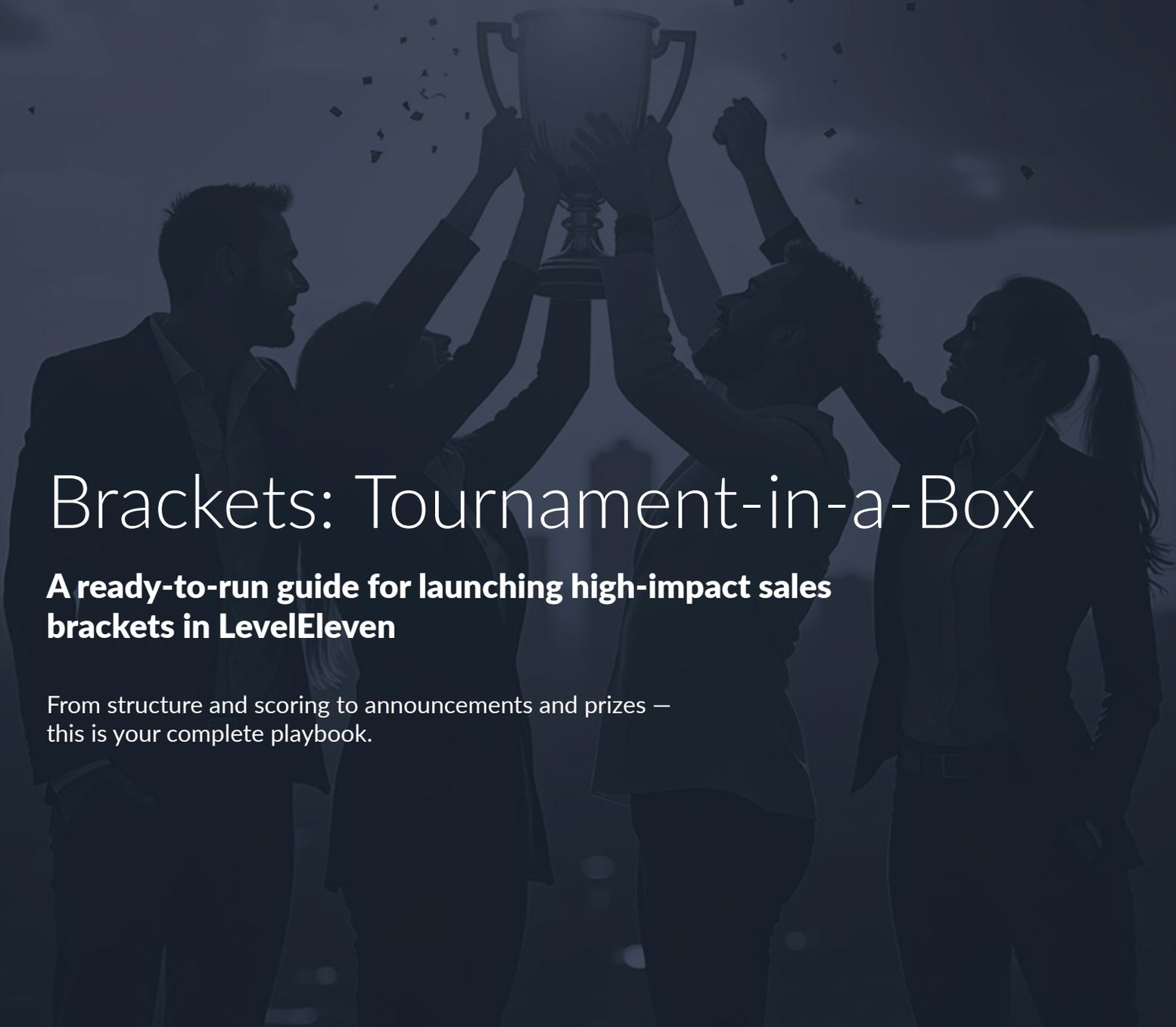
 **levelEleven**
by ascentcloud

Performance Impact

Brackets: Tournament-in-a-Box

A ready-to-run guide for launching high-impact sales brackets in LevelEleven

From structure and scoring to announcements and prizes — this is your complete playbook.



Why Tournament-Style Competition Drives Action

Traditional sales contests tend to fail for one of three reasons:

- ✓ They run too long
- ✓ They reward visibility, not execution
- ✓ They're hard to manage consistently

Brackets solve this by introducing:



Short Time Windows

(urgency without burnout)



Clear Matchups

(one rep vs. one rep)



Visible Progress

(win, advance, repeat)

This guide gives you everything you need to launch your first bracket – without overthinking it.

Bracket Basics:

Start Simple

Choose Your Tournament Size:



8 reps

fast, high focus



16 reps

ideal for team-wide
momentum



32 reps

best for kickoff or
seasonal pushes

**Tournament size options include 4, 8, 16, 32, and 64 participants*



TIP

Start smaller than you think.
You can always run another bracket.

Pick Your Format:

- Single-elimination (recommended for first bracket)
- Weekly rounds
- Clear advancement rules

Choose Metrics That Drive the Behavior You Want

Primary KPI Categories:



Execution KPIs

Meetings held
Calls completed
Demos completed
Activities logged



Pipeline KPIs

Qualified opportunities created
Pipeline dollars added
Stage progression



Outcome KPIs

Deals closed
Revenue booked
Expansion deals



TIP

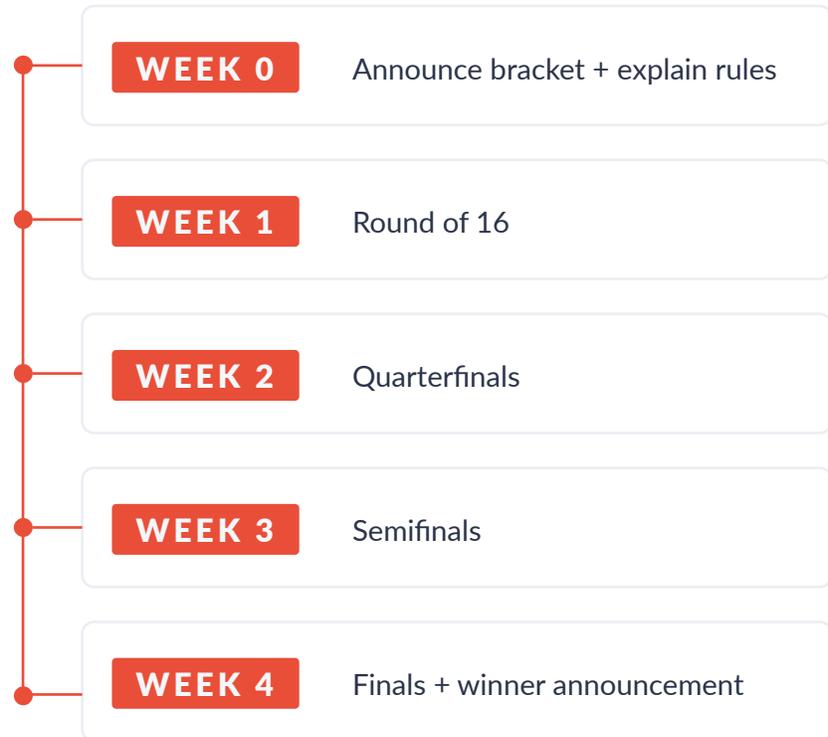
Early reps → Execution Metrics
Mature reps → Pipeline or Outcomes

KPI Selection Checklist:

- Clearly defined
- Automatically tracked
- Fair across reps
- Reviewable weekly

Your Bracket Timeline

Sample 4 Week Calendar:



TIP

Keep rounds consistent so reps know exactly when wins matter.

Bracket Themes

That Create Energy



Holiday Hustle

Short Rounds
Activity-based KPIs

Focus:

Finishing Strong
Before Time Off



March Momentum

Pipeline Creation
Meetings Held

Focus:

Building Spring Pipeline



Q1 Kickoff

New Behaviors
New Messaging

Focus:

Habit Formations



Summer Showdown

Lightweight Competition
Consistency Metrics

Focus:

Maintaining Execution
During Slower Months



TIP

Rotate themes to keep energy high – repetition builds habit, but freshness drives engagement.

Prizes That Motivate

(Without Breaking the Budget)

Individual Prizes

- Gift cards
- Experiential giveaway
(ex. lunch with senior leadership)
- Extra PTO hours
- Bragging rights + visibility

Team/Culture Rewards

- Slack shoutouts
- Manager recognition
- Internal leaderboard spotlight
- Trophy or rotating award



TIP

The best prizes reinforce recognition,
not just rewards.

Announcement Templates



Slack Announcement Template:

🏆 It's Bracket Time 🏆

We're launching our first sales bracket competition this week.

Head-to-head matchups.
Weekly rounds.
Real metrics.

Check the leaderboard to see your matchup and get ready to compete.



Email Announcement Template:

New message

To Field Team East

Cc Bcc

Subject Your next sales competition starts now

Team,

We're kicking off a new tournament-style sales competition using Brackets inside LevelEleven.

This isn't a leaderboard. It's head-to-head competition, one matchup at a time.

Each round, you'll be matched against another rep based on [KPI – e.g., qualified meetings set, activities completed, revenue created]. Win your matchup and you advance. Lose and you're out.

Rounds reset [weekly/bi-weekly], and the field narrows until we crown a winner.

Send



Announcement

Templates (cont.)

How it Works:

- ✓ Head-to-head matchups are automatically created
- ✓ Performance is measured using real CRM activity data
- ✓ Winner advances to the next round
- ✓ One champion at the end of the tournament



Your current matchup is already live in LevelEleven.

Competition Rules:

- ✓ Matchups are based on [KPI definition]
- ✓ Only activities logged in CRM count
- ✓ Results are locked at the end of each round
- ✓ Ties are broken by a coin toss



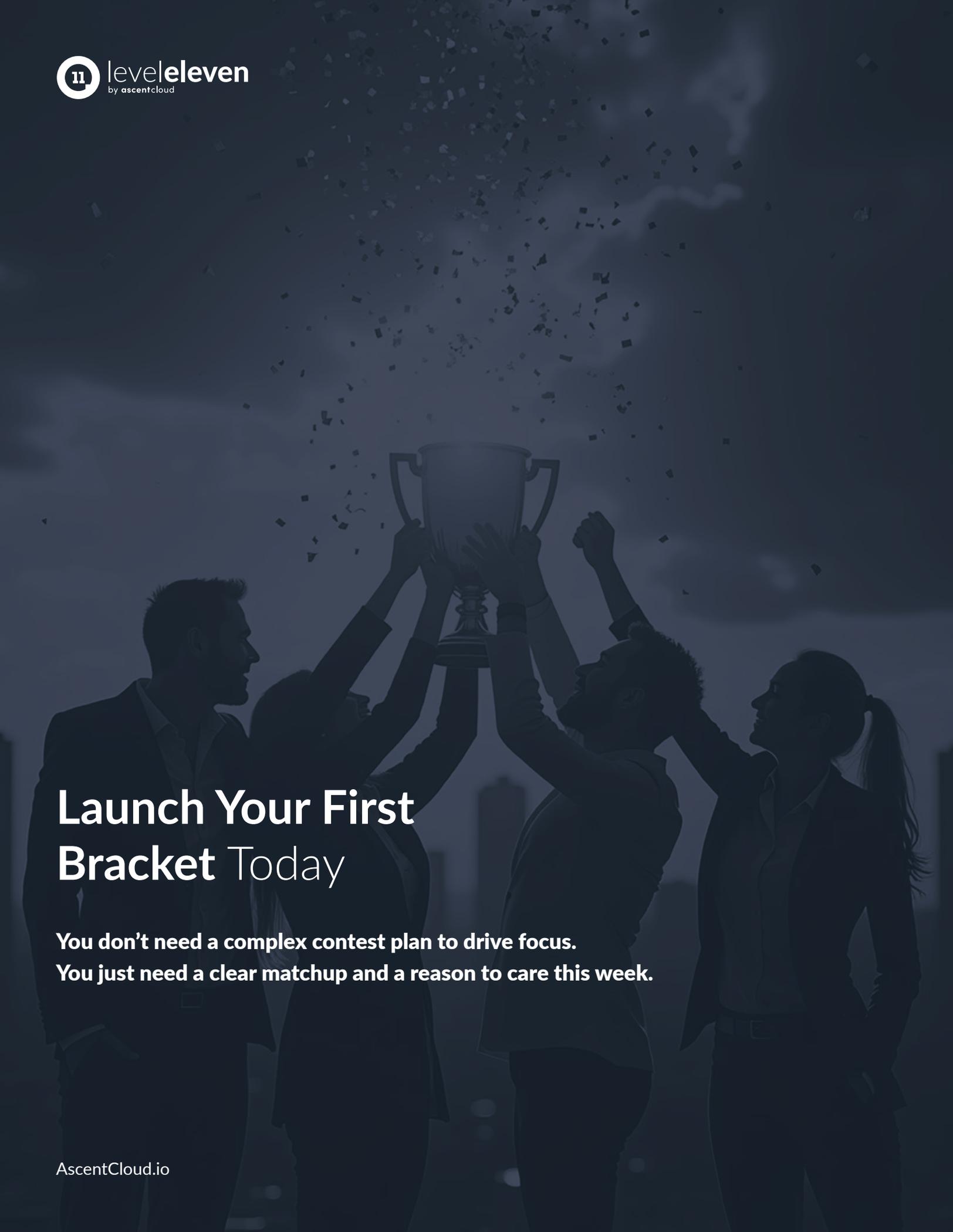
Prize: Insert Incentive

What You Should Do Now:

1. Log into LevelEleven
2. Find your matchups using the “Find Me” view
3. Focus on winning this round – nothing else matters



This is about focus, urgency, and momentum.
One matchup at a time. Let's compete.

A dark, monochromatic photograph of a business team of five people (three men and two women) celebrating. They are silhouetted against a bright background, and they are all reaching up to hold a large trophy together. Confetti is falling all around them, creating a festive atmosphere.

Launch Your First Bracket Today

**You don't need a complex contest plan to drive focus.
You just need a clear matchup and a reason to care this week.**