



Your Quick Start Guide to Competitions

Ignite The Competitive Spirit On Your Sales Floor (In Minutes!)

Ignite the competitive spirit on your sales floor, creating fun (and accountability) at the same time. By running strategic competitions, sales leaders can quickly and easily drive performance against KPIs, encouraging lasting behavior changes that make reps stronger sellers in the long term.

Four Quick Steps To Get Started With Ambition Competitions

Building and launching competitions (also known as contests or challenges) with Ambition is a breeze!

First things first: You must have metrics set up in Ambition to create a challenge. (You'll give yourself more flexibility if you've already set up roles or other groups of users, but this isn't a must-have.)

Before we get down to business, let's answer a simple question: What's the purpose of this contest?

- **Are you trying to focus attention on a specific part of the sales process?** Driving more opportunities? Building more pipeline? (That's great!)
- **Or do you want to generate some fun and excitement on the floor?** Maybe you need to create some energy around making dials, or give your team an extra nudge to ask for those referrals. (That's awesome, too.)

Whatever your purpose: be sure that it's clear, so you can align incentives and activities around it, and keep everyone working toward the ultimate goal.



● Step 1: Create your first competition

As a manager or an admin of Ambition, you're always only a few clicks from supercharging your team's effort.

To launch a contest in Ambition, open the Admin navigation panel and head down to the Competitions section. There, you'll see a few options — most importantly: Challenges and Fantasy.

For your typical contest or competition, Challenges is your best bet. Whether you want your people competing at the group, team, or individual level, Challenges supports your “most is best” model of competitions.

Pro tip: When running competitions, remember that only 10-25% of your team has a true shot at winning “best/most of” challenges, such as Most Revenue Closed. Your A-team is going to show up continuously, and others will not be acknowledged if these are the only challenges you run. As a leader, your opportunity here is to continue pushing the high performers, while also finding ways to keep the middle 70% of your team engaged.

You can do this by running multiple challenges at once and getting creative about how you're running them. In addition to a Most Pipeline Generated challenge, for example, consider also running team-based challenges. Team competitions and incentives not only align groups internally, but have the added benefit of engaging more people in the competitive spirit, who otherwise may not have made it onto a leaderboard.

● Step 2: Customize your competition

● 2a. Create a new competition

At this point, you should be looking at a list of current and previous competitions. On the upper right side of this screen, there is a friendly button encouraging you to + Create Challenge. One click and we're off!

Now we have a few choices to make. First: choose a name. (No need to be clever here — the more obvious, the better.)

● 2b. Set one-time vs recurring

Next, is this recurring? Translation: Are you going to run this same type of competition on a regularly scheduled basis?

Q: Why would I make something recurring?

A: Many companies run a few of the same incentives every week, month, or quarter. If that is the case for you, creating those “repeat” contests with the recurring feature will save you time in the future.

For now, let's just assume we're building a one-off competition.



- **2c. Select your start and end dates**

Choose a start date and time. When do the numbers start to matter, and where do you want to set the finish line?

- **2d. Important! Select your key metric.**

What is the metric you want to drive through this competition? Remember the answer to the “why” question we discussed earlier...this should give you some powerful clues.

By selecting from the drop down, you can choose any metric in Ambition.

- **2e. Select the competing group**

Do you want to run a weekly outbound calls competition among SDRs? Or an opps created competition for your AEs? Ambition gives you the power to customize which people or groups are involved in each of your contests. Every group of reps has a different goal, and competitions should align with those goals.

Pro Tip: Most competitions in Ambition are based on individuals (aka the “user” selection”). You can define them by All (everyone in Ambition), or by slicing within a specific role, within a unique group, or within a specific manager’s team.

3. Challenge Setup

Competition Metric

Meeting Sets – Outbound

4. Choose Competitors

Hierarchy: User

Competitors Selection: Within

Available (4) Selected (4)

Account

< [Progress Bar] >

- Account Manager (Role)
- Enterprise Account Director (Role)
- Ramping Regional Account Director (Role)
- Regional Accounts Director (Role)

Lastly, if you’re just picking some folks who sit close to you or who need a pick me up — choose Custom. You can select any number of individuals to be a part of this contest.



● **Step 3: Go Live**

Now you're ready to hit "Create" and roll this challenge out!

Remember, once you create this challenge, it will automatically appear on the dashboards of all competing individuals or groups when the start date and time is reached.

● **Step 4: Ramp up the energy**

Once your challenge is ready to rock, start spreading the word and pumping up your team. The fastest way to get people engaged: add your new competition to the Ambition TVs on your sales floor! Visibility into competition progress and standings is a key driver of motivation and energy.

At the bottom of the challenge creation screen, select the TVs upon which you wish to show the competition.

***Pro tip:** Customers tell us that the ability to select custom start and end dates to the TV slide is incredibly useful. It's common to keep a challenge's results visible for a few days after the competition ends, both to reinforce recognition for the winners and give them a little more exposure for leadership.*

Remember: a contest is only as good as the incentive to win it. What motivates your reps? Check out [our guide to best sales incentives](#) for ideas.



Get Inspired

Now that you've set up your first Ambition competition, here's a look at other competitions that our customers frequently use.

Group: Outbound SDR Team

1. Highest call volume (monthly)
2. Meetings set (monthly)
3. Most improved call volume (one-off)

Group: AE Team

1. Most opps created (quarterly)
2. Most pipeline generated (quarterly)
3. Most demos completed (quarterly)

Honorable Mention:

One of our customers runs a quarterly Shark Week competition to kick off outbounding to a new set of named accounts. This competition takes place over one week, and gets the entire sales team — from SDRs to AEs — excited for the new quarter. Based on a combination score that includes both SDR and AE activity, this competition has the added benefit of prompting team collaboration and alignment.

