



Demo Overview

- Welcome to the LevelEleven Lightning demo guide.

LevelEleven Overview

- As a quick background, LevelEleven works with top sales organizations to unlock maximum revenue by engaging salespeople in the behaviors that matter, and creates a culture of performance
- LevelEleven works with top Salesforce customers including Comcast, American Express, Fiserv, Symantec and Rogers
- Salesforce is the platform for your business, and LevelEleven is your sales activity management system

Salesperson Experience

Where to Click	Script
Sitting on SFDC Home Page	<ul style="list-style-type: none">• There are two perspectives that you will want to focus on in the demo: the salesperson view and the manager view.• LevelEleven presents a salesperson with the primary activities they need to be focused on, and a real-time view of how they are progressing• In this demo instance we have these four metrics• Each salesperson has their own unique Scorecard, but the metrics align across their peers and up to their manager• The colors here indicate to the the salesperson where they are ahead, on track, or falling behind• The small dot here uses the LevelEleven Pacing Algorithm to tell the salesperson where they should be right now
Refresh window	<ul style="list-style-type: none">• The bursts there on the screen occur when a salesperson completes one of the key activities in Salesforce, which gives them real-time feedback to reinforce good habits

Click My Scorecard text	<ul style="list-style-type: none"> • This takes you to a deeper experience
Click New Biz Proposals	<ul style="list-style-type: none"> • Here I can see more detail on how I'm doing on this metric and exactly what I need to do to catch up. In this case I need another \$3,500 to get back on pace
Click drop down and select 90-days	<ul style="list-style-type: none"> • Here I can see my performance over time
Click on Leaderboard	<ul style="list-style-type: none"> • And here I can see how I'm doing relative to my peers

Channel11 TV Service

Where to Click	Script
From SFDC Homepage, click on "Powered by LevelEleven" underneath the component	<ul style="list-style-type: none"> • LevelEleven also has a real-time TV service allowing you to broadcast any sales metric or contest onto TV monitors around the office • This creates a culture of performance and keeps everyone motivated and rallied around what's most important • This can even fire off real-time screen splashes with personalized sounds by a salesperson, e.g., when a big deal closes, or anytime a VP-level meeting happens
<p>If you want to launch a screen splash, open another browser window (or do via your mobile) and go http://leveleven.com/c11-splash/ and fill out the form (fake data is fine). This will then trigger a screen splash on your computer screen.</p>	

Sales Manager Experience

Where to Click	Script
Arrows at top of Scorecard to "AE" view	<ul style="list-style-type: none"> • If I'm a manager or VP, I can scroll through the different teams that report to me to see how they're performing against our key sales metrics

	<ul style="list-style-type: none"> Here I can see that we're doing well on our new business, but falling behind on Proposals which could put next month's number in jeopardy
Click on AE text header	<ul style="list-style-type: none"> This takes me to a deeper experience where I see a more complete view of my team's key metrics
Click on View Users	<ul style="list-style-type: none"> This shows all the people who report to me. Let's say I'm headed into a one-on-one with Jacob. If I click on him I can see his specific numbers so we can have an objective discussion. And remember, Jacob is looking at this exact same data with his personalized Scorecard, so we are completely aligned.
Click on View Scorecard to go back to the main screen	
Click on Connects	<ul style="list-style-type: none"> Here I can see more detail on how the team is performing, and that we're ahead of pace.
Click on drop down to select 90-days	<ul style="list-style-type: none"> Here's a historic view of how we've been doing over time
Click on Leaderboard	<ul style="list-style-type: none"> This shows me a stack ranking of our sales team on this specific metric so I can see who in particular is doing well, and who needs help

Conclusion

- That's the quick snapshot of LevelEleven within Salesforce Lightning
- This is just one key part of the full LevelEleven solution and our team can be pulled in at any time to assist