

# Why Sales Leaders Buy Ambition

## **A step-by-step guide that explains:**

- Why every sales org needs a Sales Performance Management tool,
- What to look for when choosing your stack, and
- How to get buy-in from your team

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# Introduction

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**So: you're a sales leader. You have Salesforce (or another CRM) in place. You have a click-to-call sales acceleration platform and telephony tool. Even better, you have a sales enablement strategy you believe in.**

**In other words, the infrastructure is there, or at the very least, coming together. But something's missing.**

Maybe reps aren't hitting their numbers. Maybe there's no energy on the floor. Maybe your people aren't using Salesforce regularly (or correctly), so your data isn't helpful, or simply doesn't exist. Maybe your coaching programs are going nowhere, fast.

**Then — cue the harps — you find Ambition, and breathe a sigh of relief. Because, as the leader in Sales Performance Management (SPM), we can help with all of that.**



But first, you've got to get your team on board. So we've put together an **easy-to-follow, step-by-step guide** to getting buy-in from your team and your boss. In this guide, you'll find:

- How SPM is changing — and why it's critical to modern sales orgs;
- What to look for when choosing your SPM stack
- How to get buy-in from your team;
- Best practices for fast-tracking the implementation of your new SPM

You'll see why mid-market and enterprise sales leaders are using and loving Ambition — and why your company will, too.



**Here we go.**



# Step 1

## Learning the Landscape

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**Seeing the value in Ambition starts with seeing the value in modern Sales Performance Management.**

And that can be hard to articulate, at least at first — because SPM is a broad category. Plus, for a long time, sales leaders (and their respective C-suites) viewed SPM as a nice-to-have, not a need-to-have.



But that's changing, for two big reasons:

### 1. SPM isn't what it used to

**be.** SPM is defined as “the practice of monitoring and guiding personnel to improve their ability to sell.” To be fair, that's always been (and still is) the case. But traditionally, SPM software was associated with compensation management and/or territory planning. Today, it's a lot more than that.

Modern SPM maximizes your bottom line by maximizing employee potential. Which makes sense: in a sales org (and any org, for that matter), the productivity and performance of your people have a powerful impact on your revenue. So, today's leading SPM tools are designed to drive your team towards meeting (and exceeding) **The Number** by focusing on:

- **Improving performance:** Helping sales teams exceed attainment goals by driving long-term behavior change.
- **Increasing productivity:** If you're doing the wrong things, you can work really hard and get zero results.
- **Building winning cultures:** Employees who are engaged, motivated, and inspired simply perform better.

57%

of sales reps are not meeting their quotas.

70%

of millennial employees say they're not receiving the coaching they need to reach the next level.

26%

of reps in a recent survey felt their company could deliver analytics at an above-average or best of breed level — even though 77% felt it was important.





**Simply put, if you don't have an SPM tool, you're leaving money on the table.**

## **2. Sales isn't what it used to be — or rather, who it used to be.**

Yes, we're talking about millennials. And no, we're not going to waste your time pontificating about the generation that seems to have thrown everyone for a loop. Suffice it to say: millennials want to feel fulfilled at work, and compensation is only a part of that equation. Fulfillment also comes from a job that feels rewarding, a team that feels aligned, a workplace that feels inspiring. Legacy SPM software just doesn't cover all of that.

### **A new generation of salespeople requires a new generation of SPM tools.**

So that's SPM (and why it matters) in a nutshell. Next, let's take a look at how Ambition is leading the evolution of SPM.

**9.2 months**  
is the average amount of time it takes a new hire to reach full productivity.

**Only 6%**  
of companies that use spreadsheet reporting can give their sales team access to daily data.

If any of these challenges sound familiar — the right Sales Performance Management tool can help.



## Step 2

# Unpacking Ambition

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At this point, you know why SPM is a critical piece of every modern sales organization. Now, it's time to get specific.

Like other SPM tools, Ambition is designed to maximize productivity, performance, and culture. How we do that is different:

**Ambition drives positive behavior change — for the long term.**



# By the numbers

Ambition customers see big results, fast.

“My reps are obsessed with it.”



**aftercollege**

“Ambition increased morale and gave us the ability to refocus team efforts at a moment's notice.”



“Utilizing Ambition to drive growth was a no-brainer. The numbers speak for themselves.”



100%

increase in sales revenue-per-rep.



9x

ROI on Ambition



142%

increase in monthly sales activities over 6 months.



200%

increase in qualified referrals by inside sales.



Before our customers came to us, they were facing the same challenges over and over again. Do any of these sound familiar?

- **Lack of visibility into numbers:** Useful insights to help drive data-based decisions are buried in reports or Excel, requiring manual work to simplify. This makes it hard for sales leaders to keep their teams on track to hit targets (until it's too late).
- **Low motivation on the sales floor:** Inconsistent incentives, slow recognition, and lack of accountability to goals result in a team that isn't fired up to win.
- **High sales rep turnover:** Sales is a tough job. When morale is low and teams aren't aligned on goals and incentives, your organization's culture takes a hit, causing turnover to creep up.
- **Inconsistent rep development:** Manager 1:1s and coaching sessions happen offline, without consistent format, documentation, or accountability for both team members and managers.

We knew — from our own experience, and from listening well — that existing tools only provided short-term benefits. We knew contests and competitions were just one piece of the puzzles. So, we created an SPM product that was a whole lot more than just gamification. A product that helps sales leaders permanently solve for the problems they face — and ultimately, drive revenue to their bottom line.



# Meet Ambition

Ambition is leading the SPM space by partnering with our customers and delivering solutions that actually work.

Here's what our customers love about us:

## Coaching

**How it works:** Metric-based coaching — with recurring feedback checkpoints, in a consistent format — is the future of sales coaching. Ambition's coaching feature helps you structure actionable, metrics-driven sessions with your reps. Build custom 1:1 coaching tracks for any rep or role in their sales organization — personalizing programs for reps that need more help, or scaling them to fit the needs of your whole team. With Ambition coaching, the performance of your reps can be directly attributed to your coaching programs.



**Why it works:** When your coaching programs are powered by accessible, accurate data, they become more impactful. There's alignment around action plans, so reps and managers leave conversations with complete clarity. The result: stronger relationships, increased productivity, and better performance.

**“Sales coaching is the number one activity driving sales rep performance and engagement.”**

**– OpenView Venture Partners**



## TVs

**How it works:** Ambition's TVs drive energy to your sales floor with real-time triggers, leaderboards, and custom messages. Personalized anthems automatically play when your reps exceed milestones, so every big win gets a highly visible high five.

**Why it works:** Public recognition motivates reps to hit their numbers. With Ambition TVs, it's easy to gain visibility into progress, so that you (and your reps) know exactly how everyone is performing.

**“You turn that thing on and all of a sudden, everyone is in the highest possible gear. I didn't know we could do that.”**

**– Ryan Mccann, Senior Director of Sales, Filemaker**



## Contests

**How it works:** Ambition’s innovative challenges engine gives leaders sustainable options to ignite the competitive spirit of your reps, creating fun (and accountability) on the sales floor. With Ambition, challenges can be spun up in minutes — no coding or spreadsheet management required.

**Why it works:** Sure, leaderboards are fun — but with Ambition, contests are a lot more than that. By creating strategic competitions, you can quickly and easily drive performance against your KPIs and encourage lasting behavior changes that will make your reps stronger sellers for the long-term.

**“Ambition creates a high level of transparency, keeps reps accountable, and helped me run my most effective sales competition ever.”**

**– Ryan Mccann, Senior Director of Sales, Filemaker**



## Goals

**How it works:** Ambition provides a centralized home for your individual contributor and team goals. (Bonus: that home can be right inside your CRM, if you're a Salesforce user.)

**Why it works:** Goal-setting is critical to enhancing your reps' performance — which has a direct impact on your bottom line. With Ambition, you gain visibility into goals and progress, so leaders know when to proactively intervene to keep teams on track and reps can see how each activity gets them closer to success.

**“Ambition is a complete solution for defining goals and targets and enhancing our sales process.”**

**– Rohit Saxena, Salesforce Implementation Expert, Cvent**



## Scorecards

**How it works:** Ambition's unique system of activity and objective scorecards help you measure what matters. Our methodology combines target baselines of activity and effectiveness, with continual progress-tracking against goals. Managers have the power to create scorecards for every role, territory, and team with custom metrics and scoring weights.

**Why it works:** Daily accountability leads to long-term results. Ambition's scorecards help reps understand how specific activities lead to success, so they can adjust to correct behaviors. And an added bonus: scorecard usage can dramatically improve Salesforce (or other CRM) adoption.

**“In the first few weeks of using Ambition, our productivity went up 25%. It's simple to calculate the ROI for us because we know exactly what we get from increased activity.”**

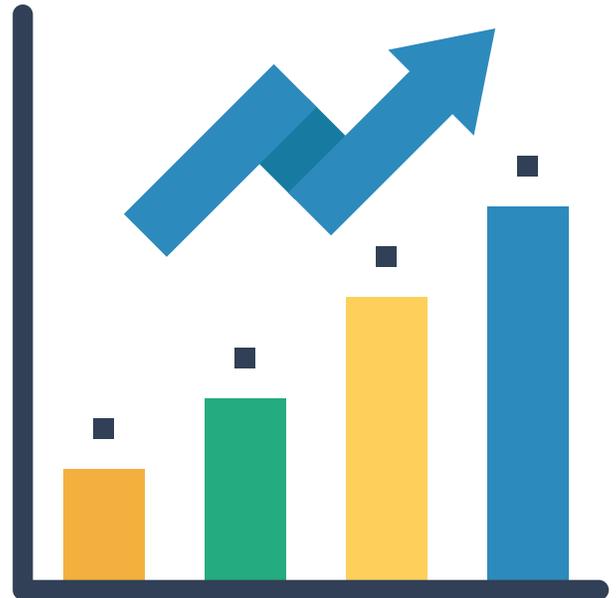
**– Mark Kosoglow, VP of Sales, Outreach**



## Analytics & Insights

**How it works:** AI-powered intelligence delivers insights sales leaders can utilize on a daily basis through pacing, projections, deviations, and forecasting apps. No more sifting through raw data, manipulating spreadsheets, or waiting on reports from BI.

**Why it works:** Ambition's analytics arm sales leaders with the best view of the future, so they can course-correct behaviors on the fly and spend time where it's most valued (instead of slogging through raw data). By homing in on areas of concern early, managers can challenge reps to change behavior or practice on specific pains in their funnel — before bad habits form.



**“Ambition gives me visibility into my leading indicators and lets me put incentives and pushes in place to influence the outcomes that we’re looking for.”**

– Brad Freitag, Worldwide  
VP of Sales, Filemaker



## Step 3

# Anticipating Questions

Mid-market and enterprise companies use and love Ambition — and each one is different. But when sales leaders and their teams are first learning about our platform, we tend to hear the same questions, over and over again.

Below is a brief cheat-sheet that you can use to guide conversations with your team or your boss as you introduce them to Ambition.

### Question:

We've already tried gamification. How is Ambition different?

**Answer:** Gamification is a great motivator, but it's just one way to drive productivity and performance — and on its own, gamification leads to behavior change that's only short term. When you combine gamification with our other features — like coaching, goals, scorecards, analytics and insights — it's much easier to create lasting, meaningful behavior change that directly impacts your bottom line.

### Question:

Can't we just build this ourselves (for free) in Salesforce?

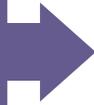
**Answer:** Where Salesforce (or other CRM) is often our customers' system of record, we are a system of action. We just fill different needs for our customers.

For example, you can build a leaderboard in Salesforce -- but that will only get you so far. You can't build weighted scorecards, or live TVs, or competitions, or coaching programs. You'll still be missing out on all the ways that accountability, visibility, and motivation can inspire your team and impact your bottom line.



**Question:**

We have Salesforce, but we don't have great adoption. Will Ambition really make a difference?



**Answer:** When Ambition goes live, visibility around KPIs goes through the roof. And when that happens, the reps who aren't logging their activities will show up at the very bottom of a very public leaderboard, which is accessible to everyone from teammates to the C-suite. That transparency delivers a healthy dose of urgency so that everyone gets recognized for the work that's being done.

**Question:**

Does this work for my field sales reps?



**Answer:** Yep. In fact, that's how the Ambition team uses the product internally.

**Question:**

Ambition isn't native to Salesforce. Does that really matter?



**Answer:** When most people ask this, they're really asking about security. Ambition is built on AWS and has passed (with flying colors!) the same security review as all Salesforce-native applications. What's more: Ambition is SOC-2 certified and trusted by some of the largest, most secure brands in the world. We take your data seriously and welcome conversations with your infosec team.



# Step 4

## Getting Started

What to Expect: Here's what the typical buying process looks like for Ambition customers.



Once you've executed your contract, it's frustrating to move at a glacial pace. Here are five best practices from our customers who have been able to hit the road running:

- **1. They're clear on KPIs and key metrics.** They've connected with other key parties internally to align on the most important points of focus for their organization.
- **2. They've allocated resources for implementation.** Whether it's someone in sales operations or IT, the only technical help needed to get moving with Ambition is during setup. From that point forward, the platform is easy for non-technical team members to administer and use.
- **3. They know what comes next.** They've outlined their buying process in detail, and they've identified the people who will make decisions and sign contracts.
- **4. They have buy-in from team members and any executives involved.** (Even better: their colleagues can't wait to start using Ambition.)
- **5. They have a vision.** It's already clear which scorecards they want to set up and contests they want to run.

Don't worry: we can help with all of this.



Contact our team today, and we'll partner with you to ensure you get to value — and fast — so you can start seeing the benefits of increased performance and productivity.