



ADP is a global provider of cloud-based human capital management solutions that unite HR, payroll, talent, time, tax, and benefits administration.

**Layered Ambition on top of Gong to elevate, structure, and standardize sales coaching across GTM.**

## CHALLENGES

With 30 frontline managers in one BU alone, ADP needed a way to standardize sales coaching and create manager <> rep accountability across the organization

As super users of Gong, there was no way frontline managers could easily search, find, and review all of the calls recorded week over week to find *the best* training aide to use in coaching

## SOLUTION

After trying another coaching product that "didn't work", ADP leverages Ambition Programs & Notes to execute weekly 1:1s and call coaching sessions

A key feature in Ambition they love is the ability for reps to prepare ahead of time for the weekly 1:1 and pin key Gong calls they want their managers to use in coaching

## RESULTS

Within 4 weeks of launching the Ambition coaching pilot, **team adoption hit 80%**

Ambition centralized disparate sales performance tools by bringing **Gong into the coaching check-in**

Now, managers and reps can see and document the **bigger picture in one place from strategy to development & training**