



Leading the way in technology that powers the Internet, Cisco reimagines applications, secures data, transforms infrastructures, and empowers hybrid teams across the globe.

**See how Ambition's Sales Gamification has positively impacted the renewals team.**

## CHALLENGES

Visualizing progress-to-goal was a tedious and manual process

Managers had little visibility into rep daily, weekly, and monthly renewals activity

The culture lacked real-time rep recognition (and frequent celebration)

## SOLUTION

Ambition Leaderboards appear on TVs throughout the office locations to create momentum on the sales floor

A "successful day" is clearly defined and tracked via KPIs and Goals, so reps have a clear understanding for how to execute each day

Sales competitions make work fun, boost rep productivity, and highlight the team's top performers

## RESULTS

**20% increase** to Leads Created MoM on average

**2x pipeline** created during an Ambition Goal against the previous month

**Increased employee happiness** at work with Sales Gamification



"Ambition helped the Digital Renewals team increase our focus to detail on what is documented during the sales process. Competitions also bring excitement to work and continue to improve our team environment."

*Caleb Mills, Manager, Digital Renewals*

