

PosiGen sells and installs solar power and energy efficiency solutions with a focus on giving low-to-moderate income communities affordable options to invest in their homes.

**Ramping new hires and empowering inside + outside sales reps with accountability and gamification tools.**

## CHALLENGES

Lacked consistent, visual reporting across markets in 7 different states

Wanted to increase visibility into performance metrics to improve rep output

Rapid headcount growth required a streamlined way to ramp and manage hundreds of new hires all in one platform

## SOLUTION

Adopted scorecards to track rep activity, view progress, and spot opportunities for improvement

Implemented competitions to motivate reps across different markets to hit specific KPIs

More visibility into performance metrics encourages collaboration and makes reporting easier for 250+ inside and outside sales reps

## RESULTS

**80% growth YoY**, outselling revenue per year from the past 5 years

**2X approved contracts** from 2021 to 2022 with recurring competitions

**11K+ door-to-door visits** by a single rep YTD

**Ramped 300 new hires** within one year



**"Ambition** has eliminated the ceiling on a lot of numbers. So, for example, we're on pace to be up 80% year over year, which is unheard of. We actually have done more sales right now, at this point in the year, than we've done in 2015, 2016, 2017, 2018, 2019. So we're already seeing that significant growth."

*Gavin Polizzo, EVP Sales and Marketing*