

**With Ambition,
Demandbase scores quick
wins – and lasting
culture change.**

DEMANDBASE

Demandbase offers the only artificial intelligence-enabled, comprehensive account-based marketing (ABM) platform that spans advertising, marketing, sales and analytics. Enterprise leaders and high-growth companies such as Accenture, Adobe, DocuSign, GE, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance.

Industry: **Marketing and Advertising** Headquartered: **San Francisco** Ambition seats: **25**

Office Locations: **San Francisco, Seattle, Austin, Chicago, New York City and London**

Ambition's Impact

16x

in voicemails per week

7.5x

in call connects per week

31x

booked by phone per week

AMBITION

Ambition is the #1 Sales Performance Management software. From TV's and contests to customizable coaching plans and robust analytics, we help today's forward-thinking, growth-driven sales organizations create a culture of transparency, accountability and repeatable success.

Energy Meets Engagement

Demandbase uses Ambition to ignite the competitive spirit — and jumpstart new behaviors.

The Challenge

SDRs at Demandbase relied heavily on emailing for outbound initiatives. But based on historical data, leadership knew that calls would produce more qualified leads, faster.

It's no secret that cold calling can be challenging — and a little anxiety-producing, even for the most seasoned salesperson. Which meant that Jay, the VP of Sales at Demandbase, would have to change behaviors and mindsets across his sales team.

To get buy-in from his SDRs, Jay wanted to (quickly) show them how many more opportunities they could drive by focusing on the right activities.

The Solution

Jay decided to build out a program with two key objectives:

- **Motivation** — Jay wanted the SDRs to be onboard, engaged and fired up.
- **Visibility** — The new program needed to be completely transparent, so everyone could track their own progress and see how they compared to their peers.

Working with his team managers, Jay used Ambition to build out a Fantasy Football-style contest.



“We purchased Ambition because we wanted to change the culture on our sales floor, specifically so that SDRs would rely less on emails and more on calls. When we launched Ambition, it permeated our weekly culture. Now, our team knows it’s all about calling.”

Jay, VP of Sales, Demandbase



The Setup

Over the course of 11 weeks, his 25 SDRs competed on three teams, each vying for the highest weekly activity score. Meetings set by calls were the most heavily weighted activity — helping to instill behavior change across the team. The grand prize: a trip to Vegas for the winning team. (Bonus: a trophy engraved with the winners' names, plus a championship belt for the MVP. And of course, bragging rights.)

Pro Tip: Millennials tend to value experiences over other more traditional incentives — like cash or gift cards. If you have a young team, consider building in experiential rewards.

“Once it was over, our CRO kept asking me when the next competition would be. Ambition has now been built into who we are as a sales org.”

Jay, VP of Sales, Demandbase.

The Results

Thanks to Ambition, Demandbase's SDRs increased voicemails by **16x**, call connects by **7.5x**, and meetings booked by phone by **31x** on an average weekly basis. Because the team saw such a quick and powerful impact after launching Ambition, Demandbase now has a contest running at all times. (A new favorite: their Shark Week competition to kick off quarterly prospecting goals.)

To learn how Ambition can enhance visibility and drive employee performance for your organization, visit the Ambition Academy or contact us at sales@ambition.com.

