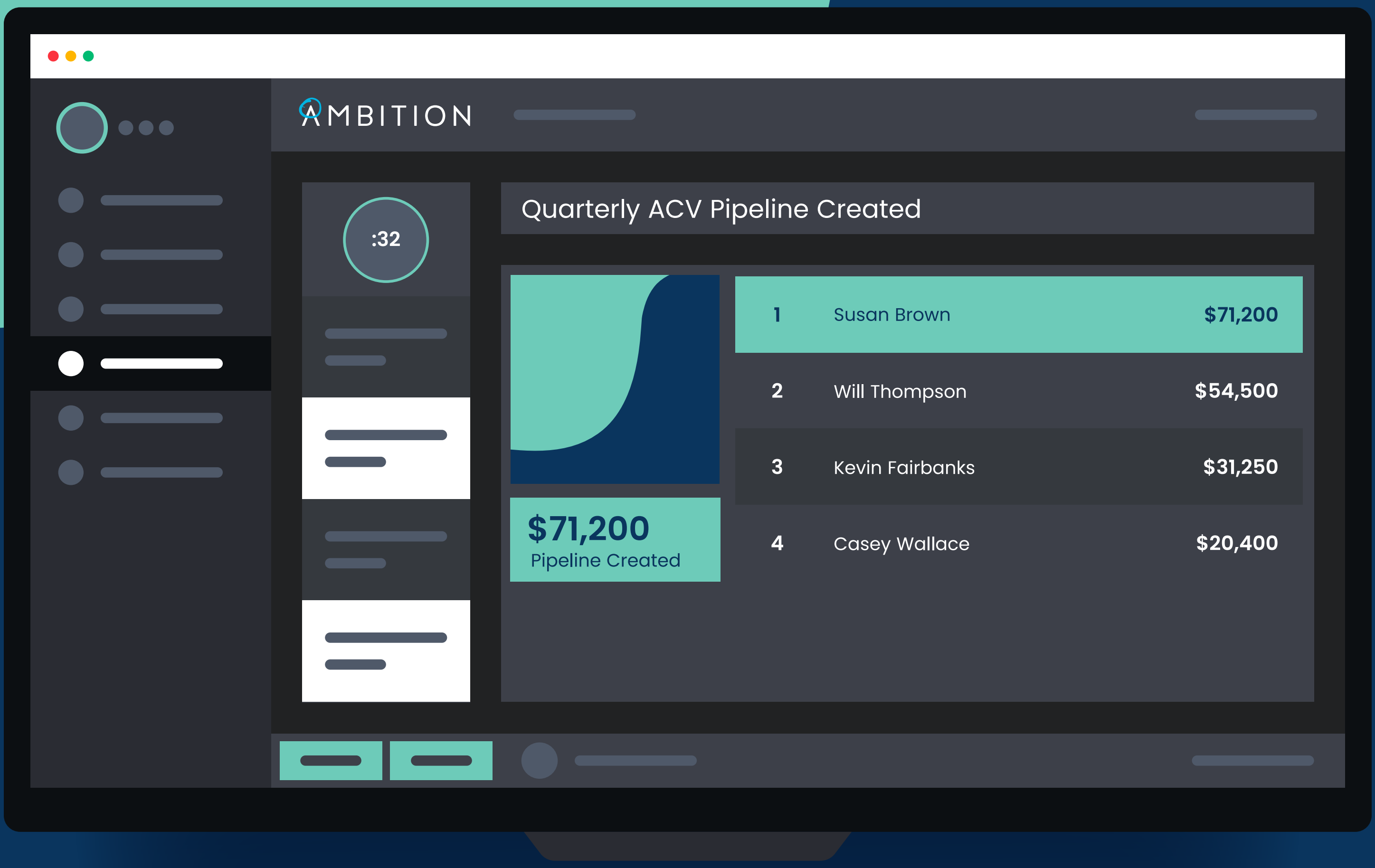
AMBITION



Your Quick Start Guide to

Ambition TVs

Every Big Win Gets A Visible High Five

Public recognition motivates reps to hit their numbers. With Ambition TVs, it's easy to gain visibility into leaderboards and progress towards goals, so everyone knows how they're performing — and how they measure up to their peers. Real-time triggers, leaderboards, custom messages, and personalized anthems drive energy and alignment on the sales floor

Four Quick Steps To Get Started With Ambition TVs

You can set Ambition TVs to display across your sales floor in a matter of minutes.

Once your key metrics and roles are in place, follow these four quick steps to help you get started (and be successful) on Ambition TVs:

1. Pick the group or roles who should see this TV.

You may want different goals, leaderboards, and messages to show to different groups within your organization — and you can set a TV for each one!

Pro tip: *We have customers who choose to share one TV with their entire, global sales team; others who limit TVs per office or location; and still others who show TVs to specific groups, just as SDRs.*

2. Create your first leaderboard slides representing key activity metrics.

Leaderboard slides show a list of team members, in order of their success against a particular metric. What are the two most important activities the selected group/roles care about? It's useful to create two slides per activity here -- one to show a daily or weekly timeframe, and the other monthly. This helps you monitor incremental progress towards goals, as well as monthly summaries of activity.

Pro tip: *Is this a high-volume sales team, with a key metric of making outbound calls? Or a group that drives demand by creating new opportunities? Or, is it a more complex selling environment where qualified conversations and meetings are critical? Each of these groups may track different activities.*

3. Create leaderboard slides representing key, active objectives.

What are the two most important objectives this group of team members is working to achieve? While an “activity” is a frequent action reps can take to make progress against a goal, an “objective” is a monthly or quarterly milestone that signals if they are on track to meet their quota or annual target. We recommend you create separate slides for monthly and quarterly time frames.

Pro tip: You can easily set different backgrounds for your slides. You will appreciate the visual diversity as your TVs run (and can be fun/meaningful for your team!).

Quick Progress Check

At this point, you should have knocked out eight quick slides across four metrics, and your Sales TV lineup should look like this:

Slide 1: Activity Metric A (Daily or Weekly)

Slide 2: Activity Metric A (Monthly)

Slide 3: Activity Metric B (Daily or Weekly)

Slide 4: Activity Metric B (Monthly)

Slide 5: Objective Metric C (Monthly)

Slide 6: Objective Metric C (Quarterly)

Slide 7: Objective Metric D (Monthly)

Slide 8: Objective Metric D (Quarterly)

4. Finally, add two more slides to represent team goals.

These slides should represent team goals over the next month, quarter, or the year. We recommend setting at least one mid-term team goal and one longer-term team goal. There may be some team members who are newer, or for other reasons, may not appear on activity or objective leaderboards. Showing progress towards team goals allows these team members to feel involved in the outcome.

Pro tip: Remember, you can set goals to expire by providing a delete date, which keeps the information shared on your TVs relevant and up-to-date.

Wow, we've created ten slides for our TV, and we didn't even break a sweat! Nice work!

Get Inspired

Now that you've set up your first Ambition TV, here is a look at common TVs we see other customers using!

Group: Outbound SDR Team

Activity 1: Contacts Sequenced

Activity 2: Calls Made

Objective 1: Sales Qualified Meeting Set

Objective 2: Meetings Set

Team Goal 1: Pipeline Created

Team Goal 2: Meetings Set

Group: AE Team

Activity 1: Prospect Meetings

Activity 2: Emails or Calls

Objective 1: Pipeline Generated

Objective 2: Revenue Generated

Team Goal 1: Pipeline Created

Team Goal 2: Revenue Created