

Vorsight Boosts Sales Activity and Monthly Conversations 300% via Ambition.

VORSIGHT

AMBITION

Executive Summary

- Vorsight sales leaders Mary Judge and Eric White credit Ambition with creating metric accountability in their business development team.
- After 6 months on Ambition, Vorsight had scaled monthly business development activity and prospect conversations by 300%.
- Vorsight has used Ambition since Spring 2015 and has 50+ highly active Ambition users as of December 2016.

About

[Vorsight](#) is an award winning sales effectiveness firm that helps sales & marketing teams generate more opportunities with qualified decision makers at target accounts. Vorsight clients trust them to help build their pipeline so they can concentrate on strategy and closing deals. To date, the company has scheduled almost 27,000 meetings that have resulted in \$50 million in new revenue for its clients.

Challenges

Vorsight is driven largely by its Business Development team, comprised of 25 - 30 reps. The VorsightBP Business Development team is expected to schedule 450-500 qualified sales meetings for Vorsight clients each month. VorsightBP Sales Manager Mary Judge had been looking for software solutions to create a competitive, goal-driven culture on her sales floor for some time before finding Ambition.

“We wanted accurate data that was clean and up to date, easy setup/integration and most important of all, engagement. We had very low engagement with our SFDC.com dashboards. Our team members weren't even looking at them, let alone using them to help mark their process.” Mary Judge, Sales Manager at VorsightBP.

“We wanted to stay current – have publicly viewed and interactive dashboards to lead our team and have on TVs around the office. We something that resonated with them and motivated them. I had given up hope that a platform like that actually existed.” Mary Judge, Sales Manager at VorsightBP.

How Ambition Helped

Once VorsightBP's onboarding was completed the first week of June 2015, their entire Business Development team (25-30 reps) and all 3 managers began using Ambition. Judge set up several key groups of metrics tracked within Salesforce.com. Four examples: Conversations, Dials, Meetings Scheduled, Touches.

Each metric factored into a daily Activity Score or a monthly Objective Score for each rep. Judge then set up daily benchmarks for the "Activity Score" metrics and monthly benchmarks for the "Objective Score" metrics and began tracking rep performance on each in real-time. Not only did the scores give her an overall view of how each rep was doing, they enabled the reps themselves to tie together productivity and performance.

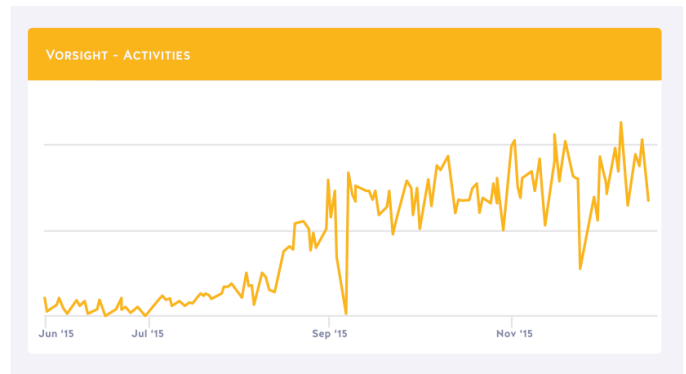
Results

Monthly business development sales activities and monthly conversations with prospects both increased 300% respectively. Nearly two years after implementation, Vorsight has 53 users on Ambition. Each user logged into Ambition 200 times, on average, during the month of December 2016.

"Metrics used to have a really negative connotation here. Managers were seen as 'micro-managers' and every time we tried to discuss inputs with our teams, they were unhappy and disengaged. When we were able to show them how individual metrics can contribute to a daily score – that had a direct correlation to performance – everything changed."



Mary Judge
Sales Manager, VorsightBP



Watch ChowNow VP of Sales Drew Woodcock walk through his Ambition account.

