

Q&A with Memphis Grizzlies

Jillian Walker,
Ticket Sales Manager

Q: Basketball is all about contests, wins, and how to pick yourself up after a loss. How does Ambition foster a similar culture for your sales team?

A: Ambition has been a huge time saver with running and tracking contests! Not only can our leadership keep an eye on it, but Ambition allows reps to track their own progress. Our reps love hitting their daily metrics and having their anthem ring out on the TVs on our floor. They love selecting their favorite song and a funny gif to fit their personality. Our team has had success in utilizing the coaching function in Ambition as well to highlight wins and opportunities for growth. It's a great platform for us to hold our reps accountable, but also for them to hold themselves accountable.



Ambition + Grizzlies: Key Stats

In basketball (and sales), good competition heightens performance. Off the court, the Grizzlies inside sales team leverages Ambition gamification to achieve key business gains. Here's a look at how the Grizzlies improved performance within a 5-week competition in Ambition vs. the 5 weeks prior without Ambition.

35%

Boosted New Season Ticket Revenue by 35%

\$300K

Increase Premium Sales \$300K

Outsold

Outsold Entire Previous Quarter During the Span of the Ambition Competition

Q: How does Ambition optimize your coaching moments? And, what are some of the ways you recognize and celebrate your reps?

A: It's great to pull up reps numbers in Ambition in our 1-on-1s to track their progress. I love celebrating reps in Ambition by rewarding them accolades for their achievements! I send these out for power hours, whoever brings in the most weekly revenue, and our top hustler every week.

Q: How does Ambition impact seller performance and engagement? What business gains have you seen with our solution?

A: Our reps always have Ambition up on their screens which keeps them productive throughout the day, watching their numbers increase. My team especially loves tracking the weekly revenue to see how they are performing compared to peers and other departments. Ambition keeps our reps engaged and boosts their morale throughout the day.

**Ready to call your
shots with Ambition?**



Jillian Walker
Ticket Sales Manager

Onboarding Story

In 2020, the revenue org at the Memphis Grizzlies switched to Salesforce and needed a software integration that would help keep their database thriving and clean. With Ambition's **accountability and encouragement solutions**, the Grizzlies knew they could promote positive Salesforce adoption among their TSRs and AEs.