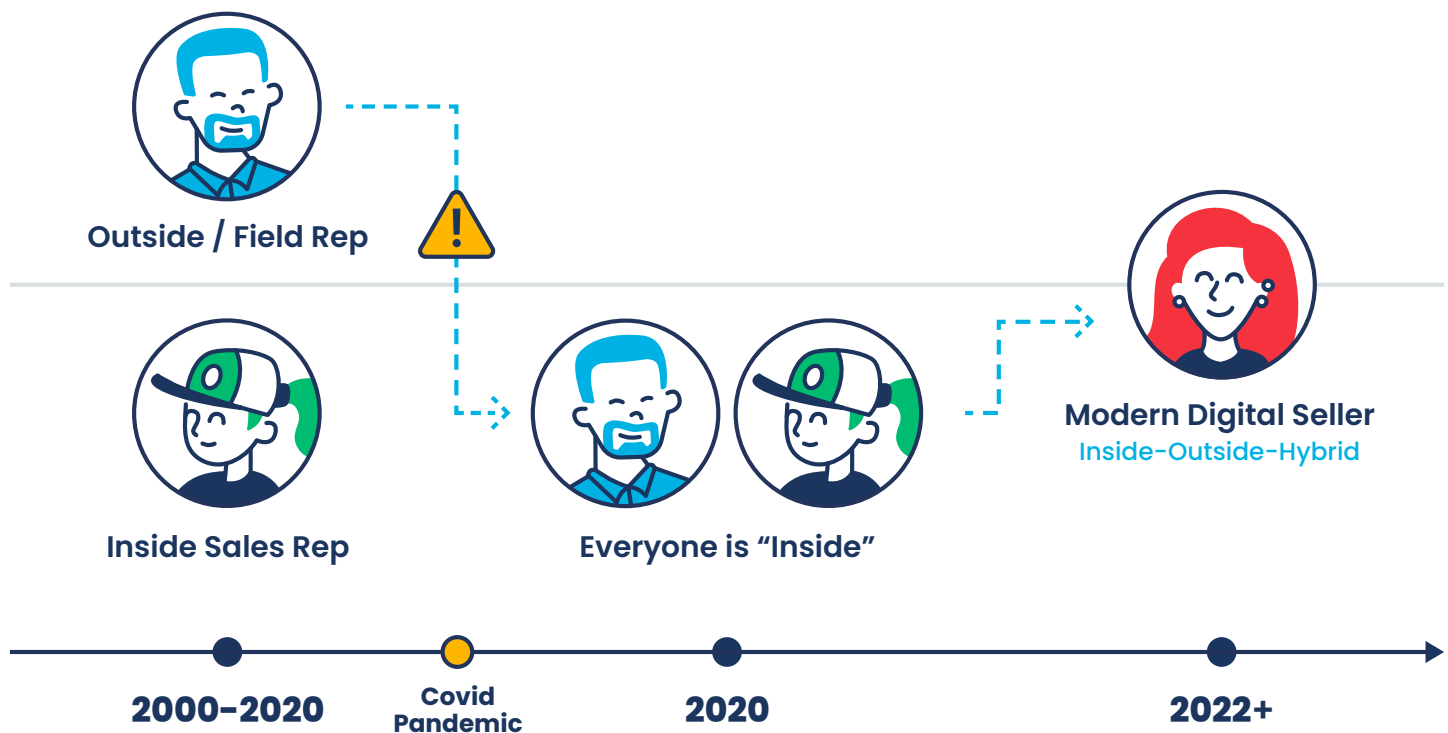


Mind the Performance Gap

Sales performance is more than a number. Quota attained, leads closed, and total bookings give a snapshot of how your sellers performed in the past—but these metrics don't indicate how your team will perform in the future. As we enter this new age of digital selling, the biggest question is, "How can I future-proof my revenue organization?" The secret lies not in output or Artificial Intelligence, it lies in your people. Are they equipped for the digital selling age?

The Rise of Modern Hybrid Sellers

A Brief History



2000s

In the early 2000s, sales teams were divided into two categories. Inside sales reps were traditionally in-office, working the phones and other digital channels, and outside sales reps hit the road for face-to-face interactions and pitches.

2020

When COVID-19 hit, all sales reps became hybrid employees and inside sales reps. This started a major shift in the industry.

2022+

Today, sellers are digital-inside-outside-hybrid reps—they're not focused on one or two channels, they're focused on the lifecycle of the sale and solving complex problems for their customers in real life or virtually.

Hitting Targets (Still) Isn't Easy

With the emergence of the digital seller, revenue teams are still struggling to hit their revenue and growth targets—even with the investment of tools and enablement.



Sellers spend **only 35% of their time** actually selling



Only **54% of sellers** achieve quota



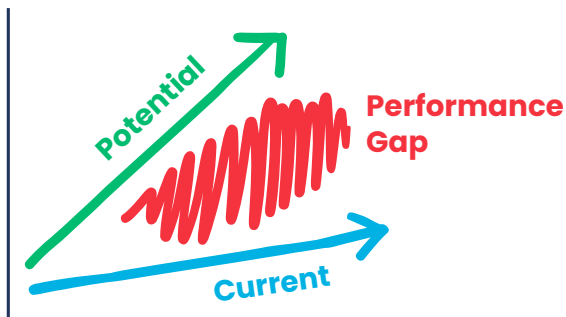
Sales team morale is low, and costly attrition is on the rise



Coaching is critical, yet **managers spend <2 hours per week** on it

The Performance Gap

Revenue organizations, from frontline seller to manager, have a Performance Gap between their current results and true potential. In this gap lies the lack of scheduled and unscheduled sales coaching moments, inadequately trained people up and down the org chart, and corporate cultures that don't foster accountability and encouragement.



People are Powerful

While nearly everything about the sales landscape has changed in recent years, one thing remains the same: People are the driving force behind your business. The Ambition Revenue Performance Platform™ empowers frontline sellers, sales managers, and revenue leaders to unlock and achieve their peak potential.

With tools designed to help you close the performance gap and provide stability in an ever-changing sales environment, you'll experience the power of your people like never before.

Mind the gap with
AMBITION