

CASE STUDY



With Ambition, Waste Management was able to boost closed-won opportunities by 47% and increase generated revenue by 50% in a single quarter.



Build Culture. Win Deals.

ambition.com

ABOUT



Waste Management, Inc. is a comprehensive American waste removal and environmental services company that has been in business since 1968. Their team of over 45,000 employees works to solve continued waste challenges.

Industry: Energy & Recycling

Headquarters: Houston, Texas

Ambition seats: 740



IMPACT NUMBERS

Impact numbers:

With Ambition, Waste Management saw a **25% month-over-month increase** in signed contracts. The team also experienced a **50% boost** in generated revenue, a **47% increase** in closed-won opportunities, **87% growth** in signed contract value, and a **43% increase** in converted leads—each within a single quarter.

“The key to keeping our employees engaged and accountable is the technology we deploy—Ambition gives us full visibility, so everything is transparent. It makes the work self-paced and self-managed, to an extent. So when we touch base, everyone is on the same page.

— DOUG GIBBS, SENIOR INSIDE
SALES MANAGER OF WASTE
MANAGEMENT



DRIVING IMPROVEMENT WITH CLEAR GOALS

The **Waste Management** team utilizes Ambition's goal tracking solutions, sales gamification features, and more to boost sales motivation and accountability—and **increase revenue**.

The Challenge:

Waste Management needed a way to boost sales activities and track everyone's progress toward revenue goals. Without a clearly communicated vision, their reps didn't have a full understanding of priority tasks and were unsure of which actions would directly contribute toward everything from individual to organization-wide targets.

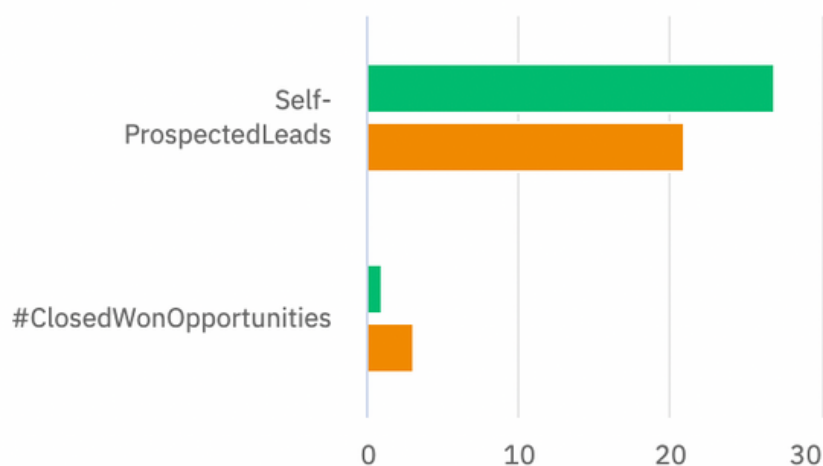
The Solution:

Targeted Insights — The Waste Management team uses Ambition goal tracking to clearly define, visualize, and communicate broad company goals, team targets, and individual priorities. Reps can see exactly what activities they need to accomplish to contribute toward goals. They can clearly track their progress as they work toward targets, and leadership can see when they may need to step in with additional direction, so everyone stays on track.

Competitive Motivation — Ambition's sales gamification features boost Waste Management reps' motivation and lead behavioral change across their team. Regular competitions and contests allow their reps to make a game out of their sales activities and pushes them to not only meet their goals, but reach for bigger wins!

Coaching for Success — By utilizing Ambition's coaching solutions, Waste Management leadership is able to check in on their reps' progress and assist with ongoing development and additional clarity when necessary, so everyone stays accountable for their tasks.

This competition score shows how competitors are measuring up to one another on gamified goals.



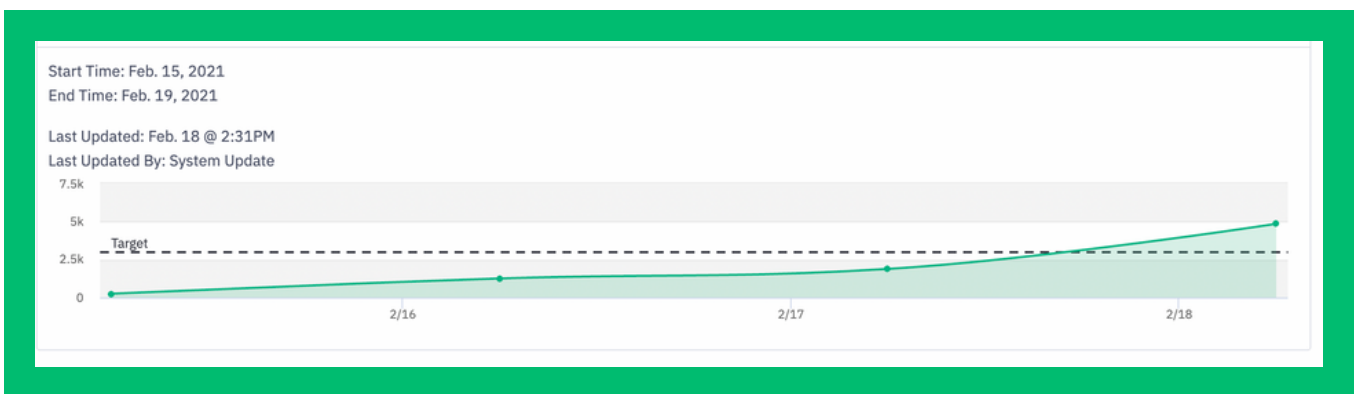
HOW THEY DID IT

The Solution, Simplified:

- **Competitions** on revenue generated, talk time, and signed contract value to motivate the team
- **Goal Tracking** to provide visibility and insights on revenue targets
- **Coaching** for continuous performance improvement, clarity, and accountability



This goal tracking graph shows how the team stayed on track toward target with Ambition.



CONCLUSION

Waste Management continues to use Ambition to lead their sales team **into the future.**

Waste Management was looking for a solution to not only provide clarity to their large team, regardless of location, but also **to drive real revenue growth and behavioral change.** With Ambition, they were able to **see tangible results** across several activity types and **increase growth towards high priority goals.** Continued coaching and clear visibility provide the Waste Management leadership team with a means of **controlling outcomes and maintaining accountability.**



50% more generated revenue
in a single quarter



25% more signed contracts
month-over-month



87% more signed contract
value in one quarter



43% more converted leads
in a single quarter



47% more closed-won
opportunities in a quarter

100% more  **AMBITION.**

ABOUT AMBITION

The #1 sales performance software, **Ambition** transforms sales teams into revenue engines. From **coaching** and **analytics** to **TVs** and **contests**, our features make it easy for sales leaders to draw smart **insights from data** and **create a culture of success**— so that every rep can **drive revenue** in a powerful, **measurable** way.



[Get a demo at Ambition.com](https://ambition.com)

