



Trusted by more than 225,000 organizations worldwide, Iron Mountain is a leader in storage and information management services—they offered data storage solutions before the Cloud.

Quartile-based Sales Coaching with Ambition

CHALLENGES

As a publicly traded company with frequent mergers & acquisitions, reps were unaware of how to sell new product lines

When it came to sales coaching, there was no internal definition or expectation—sales managers made up their own rules

Reps were underperforming year over year

SOLUTION

Three quartile values were built into their Ambition instance to tier out a prescriptive coaching program: a high-performance track, a “get to good” track, and the PIP

Ambition check-ins are used to facilitate standardized coaching moments between manager <> rep, monthly or weekly based on the track the rep is enrolled in

Coaching API functionality is used to generate weekly coaching effectiveness snapshots for Iron Mountain executive leadership

RESULTS

Over 2k reps worldwide have completed the “get to good” coaching track

Upon graduation of the “get to good” track, reps based in North America **increased their bookings by 19% MoM on average**



“Moving the middle is our top priority with this initiative. Quartile-based coaching enables us to focus on the reps who need development the most and get out of the way of the ones who don’t, our highest performers.”

Scott Spandet, Global Sales Performance Center of Excellence Leader

