



FIVE SALES COMPETITIONS

That remote Ambition customers use to increase performance and build culture for remote sales teams



1 MONDAY MORNING BLITZ

Customer: Highspot

Description: A 1 hour contest Monday mornings to start the week strong. Combines activities and objectives in a multi-metric scoring format.

The setup: 1 point per dial, 10 points per conversation, 2 points per voicemail, 50 points per SQL.

Duration: One hour on Monday morning

The Prize: varies

Why it works: When you work remotely from home, it can be tough to leave weekend mode and launch into work week mode on a Monday morning. Highspot helps reps come to work fired up with a Monday morning blitz each week.



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2 TALK TIME

Customer: Jobber

Description: A weekly contest that awards points based on the number of minutes of active talk time.

The setup: 1 point per each minute of talk time

Duration: One week long Monday - Friday

The Prize: varies

Why it works: Putting an emphasis on talk time rather than pure dials ensures reps are taking quality into account and dialing for ICP connections. Talk time shows their remote reps are steamrolling objections and able to control the conversation. The winner gets credit on the sales TV that runs in lap top browsers for the remote team.



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3 MEETINGS SET, HELD, NEXT STEPS

Customer: Xactly Corp

Description: A month long contest that awards points based on the full cycle of meetings

The setup: 1 point per meeting set, 1 point per meeting held, 1 point per meeting advanced to next steps

Duration: One month long

The Prize: varies

Why it works: Competing on the full cycle of meetings lets even inexperienced closers contend and fuels their fire to get more "at bats." This month long competition helps the remote exactly team keep a focus on the objective of their daily activities. The more meetings the team can set, hold, and advance, the more deals they will close even if they don't see an improvement in the win rates month over month



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4 THE GREEN GOAT

Customer: Hear.com

Description: A week long contest that awards points based on activity score for reps

The setup: 1 point per activity point (the activity is calculated in a multi-metric scorecard format)

Duration: One week long, Monday - Friday

The Prize: varies

Why it works: Competing on activity helps keep remote sales reps engaged each day. It is especially great for new hires who are still ramping to feel like they are contributing to the overall company goals-- even if they aren't booking meetings as the highest rates or closing deals just yet. It shows managers who is on task day-to-day with the competition factor helping to earn more discretionary effort from sales reps.



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5 SQL BOSS CHALLENGE

Customer: Docusign

Description: A week long contest that awards points based on Sales Qualified Leads

The setup: 1 point per deal that enters SQL stage

Duration: One week long, Monday - Friday

The Prize: Threshold: 5 SQLs = Leave at 4pm, 6 SQLs = Leave at 3:30pm, 7 SQLs + = Leave at 3pm (Any Friday of your choice)

Why it works: Competing on objectives like SQLs in a "threshold" prize format motivates the entire team for the duration of the contest. This helps build team culture and reps cheer each other on from all their remote destinations to help the whole team earn time off on Fridays if possible. Even if a rep may not finish top 3, they are motivated to try and earn the minimum threshold prize.