

CASE STUDY



With Ambition gamification and coaching, Highspot sales reps increased booked meetings 31% month-over-month in the midst of COVID-19.



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ABOUT



Highspot delivers the industry's most advanced sales enablement tools and software for improving marketing effectiveness and increasing sales.

Industry: SalesTech

Headquarters: Seattle

Ambition seats:150



IMPACT NUMBERS

Impact numbers:

31% - increase in meetings scheduled

19% - conversations that convert into scheduled meetings

43% - increase in SQLs

29% - increase in personalized activities

Quote:

“Gaining visibility on where I stand on my weekly/monthly metrics and goals is a huge benefit. Yes, I had some access to these reports via Salesforce prior to Ambition, but their technology serves up the data in a way that is impactful and actionable.”

— HARRISON M, SR. ADR, HIGHSPOT

IMPROVING PERFORMANCE WHEN GOING REMOTE ISN'T EXACTLY VOLUNTARY

Highspot implemented Ambition right as the team was forced to move remote with the onset of COVID-19

The Challenge:

The Highspot sales team needed a way to roll out a standard reporting initiative because **there was no way to track their KPIs or analytics**. They needed reps and managers to be able to **quantify their performance improving both inputs and outputs**. They sought a platform that would generate **stronger engagement from both reps and managers and deliver more visibility across the organization**. They came to Ambition seeking a system to **unify 11 teams** - 7 core ADRs, 3 Sr. ADRs and 1 EMEA team.

The Solution:

Engagement-- The Highspot sales leadership used Ambition **scorecards** and **competitions** to drive adoption and CRM engagement-- getting reps to log all activity into their CRM. The competitions not only encourage data inputs and data hygiene, but they motivate the team to increase overall activity output through the **gamification** aspect. The Ambition scorecard flexibility allowed the Highspot team needed to track complex metrics.

Quantifying performance — Highspot is able to utilize Ambition **conversion rate metrics** to quantify performance as opposed to simply logging totals of various inputs. To drive greater activity input, the team uses **competitions, activity scoring and leaderboards**. To measure the outputs, the team is able to use the Ambition **performance quadrants, objective scoring and analytics tools**. To go beyond simply measuring performance into improving it, the Highspot team uses Ambition **coaching**.

Visibility and reporting- A company-wide initiative when coming to Ambition was increasing visibility into sales KPIs. Highspot uses Ambition **TVs** to broadcast important **metrics, reports and dashboards** to the company. The **goal tracking** and KPI updates are automated; saving the team hours on running and emailing reports manually.

HOW THEY DID IT

The Setup:

SDR Scorecards:

Weekly activity cards: 960 dials and 1.6k personalized activities

Monthly objective cards: 32 SQLs and 16 pipeline opportunities

Competitions:

Team vs. Team challenges: Scoring: 50pts per SQL, 25pts per meeting scheduled, 10pts per convo, 2pts per voicemail, 1 pt per call with no voicemail. **Prize:** gift cards for whole team or free lunch.

Head to Head challenges: Several call blitz variations. Scoring: 25 pts for meeting scheduled, 10 points per convo, 2pts per voicemail, 1 pt per call with no voicemail. **Prize:** The glory of the leaderboard

Metrics: Highspot tracks conversations, dials, meetings scheduled, meetings held, voicemails, sequence activities, opportunities and SQLs across various teams in the org.

The Results:

Through regularly scheduled challenges, team competitions, and the accountability from implementing scorecards, Highspot saw week-over-week lifts in dials, conversations, voicemails and scheduled meetings. Also, all early leading indicator metrics began trending up. In turn, they saw big gains in lagging indicator metrics like number of new SQLs. In just two months, the team saw:

31% increase of in meetings scheduled

19% of conversations convert into scheduled meetings on average

43% increase in SQLs

29% increase in personalized activities

CONCLUSION

Highspot leveraged gamification in strategic ways early on in their adoption of Ambition and saw an immediate increase in discretionary effort from sales reps. The results were: more meetings set, more conversations, and best of all, more conversions. Next up? They'll dive into Ambition's coaching platform to focus on the pitch, dialing the right ICP, and continue to drive conversion rates through the roof.

Meetings scheduled month over month



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 to **create a culture of success**— so that every rep can **drive revenue** in a powerful, measurable way.

[Learn more or get a free demo at Ambition.com/sales-gamification](https://ambition.com/sales-gamification)

