

# How HCM & payroll software companies use Ambition to elevate sales performance



**AMBITION**

## Introduction

The HCM and payroll software industry has experienced steady growth over the past several years, spurred in large part by a push to modernize HR systems to better support remote and hybrid work forces. The massive TAM has created a competitive landscape where productivity, rep retention, and high-performance cultures are critical to sales teams' success.

To achieve these outcomes, leading HCM and payroll companies turn to Ambition to help GTM leaders drive accountability, recognition, and growth through structured coaching and seller activation.

At ADP, Paycor, TriNet, and Paychex, Ambition is enabling sales leaders to streamline their management processes, unify distributed teams, and empower reps to achieve peak performance whether in-office or remote. Here's how.

Ambition is proud to serve



## Key challenges

GTM leaders in this industry tell us they're facing common challenges like:

- Long, multi-touch sales cycles with complex buying committees
- Distributed sales forces lead to low visibility and weak team culture
- Inconsistent or manual coaching processes that vary from manager to manager
- Time-intensive reporting and performance tracking that pull managers away from team development

Each of these challenges can slow growth, erode morale, and make it difficult to scale a sales organization effectively.

## Success by the numbers

Sales teams at leading HCM and payroll software companies are seeing measurable results from implementing Ambition for coaching, performance management, and gamification.

TriNet achieved a **63% increase** in created opportunities and a **175% surge** in self-prospected leads MoM

**trinet**<sup>7</sup>

Ambition helped managers reclaim **6,000+ hours** and delivered **\$1.9M** in business impact

**Fortune 500  
HCM Company**

Within a month of implementation, **80% of relevant teams** adopted Ambition.

**ADP**

## How Ambition creates visibility, scales coaching, and empowers frontline managers

### 1. Visibility and accountability

For [Levelset](#), Ambition is the single source of truth for sales performance. Custom scorecards provide clear expectations and track reps' progress toward daily, weekly, and monthly goals. This structure gives reps a transparent goal roadmap while enabling managers to identify coaching opportunities in real time.

“*Ambition enables Levelset to design a clear roadmap for reps at every level, run context-rich 1:1s, and break down team silos for a distributed sales team.*”

— **Steve Posey, Director of Sales Enablement**

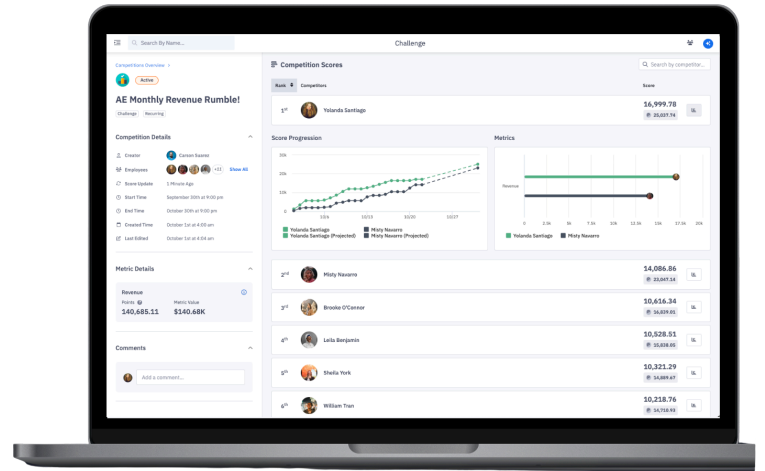
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With this new visibility into metrics across its New Orleans and Austin offices, Levelset achieves greater cultural unity and improved early-day productivity, seeing all reps make their first dial within 10 minutes of Ambition's daily trigger.

## 2. Structured, scalable coaching

ADP layered Ambition on top of Gong to elevate and standardize sales coaching across a large, complex organization.

Before Ambition, managers struggled to consistently track coaching activities or find the right Gong calls to use in feedback sessions. With Ambition's Programs & Notes, ADP built a repeatable framework that centralizes performance data, call insights, and coaching documentation in one place.



Reps now prepare for 1:1s by pinning key Gong calls for review, and managers can easily track progress week over week, creating accountability at both levels.

Ambition helps ADP bring structure to coaching while reducing time spent managing disparate tools, allowing leaders to focus on developing people instead of managing process.

## 3. Managers are empowered with AI-driven insights



Paycor takes Ambition's impact a step further with Ambition AI, which helps sales leaders prioritize and act on the next best coaching opportunities.

"AI takes the time-intensive thought process out for a sales leader who is balancing multiple roles," said Benjamin Hershorin, Senior Sales Enablement Manager at Paycor. "Ambition AI gives managers a framework and a path forward that leads to the next right step."

For Paycor, that means identifying small, incremental areas for improvement that drive consistent, measurable progress. Michael Plunkett, Senior Regional Sales Director, says:

“You have to identify the one area where you can make an impact and see the incremental change before moving to the next step.”  
— Michael Plunkett, Sr. Regional Sales Director



# Overall results

HCM and payroll software companies using Ambition see wins like:

- Higher sales rep productivity and engagement across distributed teams
- Consistent, documented coaching processes that drive accountability and skill development
- Stronger sales culture, built on recognition, competition, and shared visibility
- Significant time savings for managers through automated performance tracking and coaching workflows

For HCM and payroll software companies, Ambition delivers a powerful combination of structure, insight, and motivation. Whether optimizing the daily behaviors of individual reps, scaling consistent coaching practices across hundreds of managers, or leveraging AI to prioritize the next right action, Ambition helps turn sales strategy into measurable, repeatable performance.

Ready to learn more? [Get a demo](#)



## About Ambition

Ambition is where coaching orchestration meets performance at scale, giving frontline sales managers the tools to drive peak performance for their teams. By automating time-consuming tasks like scheduling one-on-ones, identifying coaching opportunities, and reporting on progress toward goals, Ambition frees frontline managers to run more frequent, higher quality coaching conversations that are proven to boost team performance.

The result? Mid-level performers move up, new reps ramp more quickly, and sales leaders have full clarity on potential risks and opportunities. Trusted by world-class companies like ADP and T-Mobile, Ambition empowers frontline managers to activate a high-performance sales culture that drives predictable revenue growth. Learn more at [www.ambition.com](http://www.ambition.com)