

515% ROI

with Ambition

An Executive Summary of **The Total Economic Impact™ of Ambition**, a commissioned study by Forrester Consulting, January 2022



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Dear revenue leader,

As the sales world continues to evolve in this new year, we're finding the bar is higher than ever before. Are you ready for 2022?

With so many recent industry-wide challenges like insufficient time and resources to effectively coach your reps, employee turnover, and too many systems to keep straight, it's critical to invest in the right technology partner to help you alleviate these pain points. That's why I'm excited to share our newly published Total Economic Impact™ (TEI) study by Forrester that outlines the benefits and costs associated with the purchase of our software.

At Ambition, ROI for our customers is a top priority. We strive to provide a solution that not only empowers your people, but also impacts your bottom line. From the very beginning, my co-founders and I set out to build something that fills a gap and creates opportunity for revenue leaders like you—and I'm so proud to share Forrester's findings on the following pages.

If you'd like the full TEI report or have questions about the data enclosed, please [let me know](#) and I'll have one of my team members get in touch personally.

Thank you,



Travis Truett, CEO
Ambition

Executive Summary

Contemporary sales leaders strive for consistent and predictable revenue attainment. They recognize the force multiplying role of frontline sales managers and their responsibility to unleash their reps' potential and create a culture built on insights and achievement. To move the mark in today's work-from-anywhere world, and to realize bottom-line success, it's critical to invest in [programmatically sales coaching](#), streamline complex workflows, and automate cross-functional communication and collaboration. With a solution like Ambition, this is possible.

We commissioned Forrester Consulting to conduct a Total Economic Impact (TEI) study to **objectively examine the potential ROI revenue organizations may realize when using Ambition.** To better understand the benefits, costs, and risks associated, Forrester interviewed four decision-makers with experience using our software. Here's what they heard:

Prior to using Ambition, interviewees came from inside sales environments with cumbersome coaching mechanisms and multiple sources with incomplete sales metrics data. This strained sales managers, limiting their potential to inspire success and drive revenues within their teams.

At best, they spent far more time manipulating stale performance data than actively coaching their team. At worst, the time-consuming processes caused administrative burden and marred managers' efforts at coaching consistency, resulting in missed coaching sessions.

After the investment in Ambition—particularly during a dynamic period of business disruption combined with high demand—interviewees reported the Ambition investment increased their ability to:

- **Optimize managers' time for coaching quality and profit-driving activities**
- **Maintain and promote a positive employee experience**
- **Facilitate a dynamic virtual sales environment**

Key Statistics

Return on Investment (ROI)

515%

Net present value (NPV)

\$4M+

Four Key Findings

Quantified Benefits



Increased profit driven by 25% lift in leading indicators

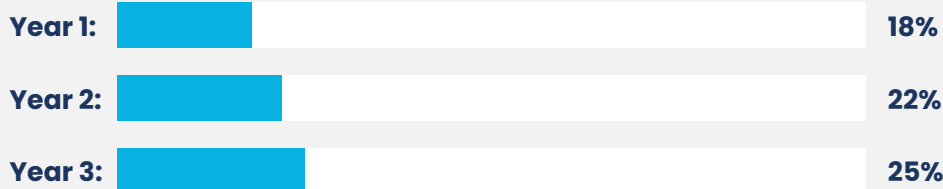
The most significant benefit customers experienced as a result of their Ambition investment was also the most important: a measurable impact to top-line revenue and incremental profit from a broad lift in sales activity and success metrics. Interviewees shared several ways Ambition contributed to their sales teams' success:

- **Provided timely insights to motivate rep performance and behaviors**
- **Showed marked growth in leading sales activities including dials, opportunities, and quotas**
- **Set reps up for success with post-pandemic return to business**

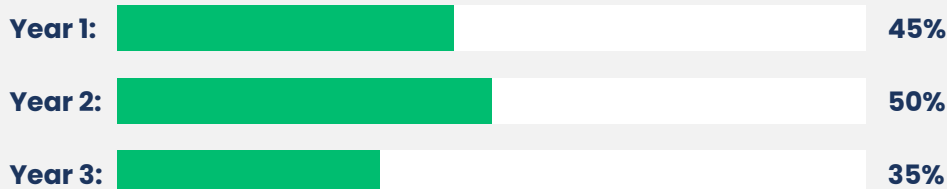
Ambition Investment

PERFORMANCE METRICS IMPROVEMENTS

Sales Activity Gains



Revenue Gains



Increase Your
Win Rate

1%

with Ambition



Ambition is a life-changing tool that helps keep a temperature check on the business and my team's ability to drive through daily expectations.

Sales Executive, Software

2

Gave managers back 7 hours of high-value resource time per week

Coaching efficiencies refer to manager time saved while preparing for one-on-one regular check-ins with sales reps. Rather than spending hours per week preparing for coaching sessions, Ambition's single pane of glass enabled managers to drastically reduce the amount of time required to generate reports. After the Ambition investment, interviewees reported the following impacts:

- **Automated process for developing coaching insights**
- **Consistency applied to coaching standards and practices**
- **Increased manager capacity for value-add activities**
- **Provided new just-in-time mentoring opportunities**

Ambition Investment COACHING EFFICIENCIES

Decrease your manual coaching prep by

80%

with Ambition

Give your frontline managers **time back** to focus on high-value tasks like:

- ✓ Providing quality coaching opportunities to their teams
- ✓ Developing new hires
- ✓ Stewarding relationships with leaders & stakeholders
- ✓ Monitoring sales calls
- ✓ Analyzing pipelines and at-risk deals
- ✓ Developing new GTM strategies



Ambition has given me an absurd amount of time back in my day. If I had to go back to the old coaching way it would be brutal.

Sales Executive, Software

3

Automated spiff competitions by over 90%

As if regular revenue activities weren't hard enough to process, sales competitions presented an additional challenge to interviewees. Managers had to develop, track, and report on enhanced, time-bound goals associated with spiffs. These processes also required managers to manually compile data into spreadsheets and then spend additional time updating them throughout the competition days. Using Ambition, all of the interviewees that mentioned spiffs reported that Ambition radically decreased the amount of time it takes their organizations to run them, thereby increasing their frequency.

*Ambition Investment***TIME SAVINGS WITH COMPETITION AUTOMATION**

	Without Ambition	With Ambition
Number of minutes to prepare competition	60	5
Number of minutes to track competition	100	1
Average competitions per year: 36	Time Saved by Managers: 96% decrease in time spent setting up and running competitions	



We ran one monthly competition before, but now it's up to four competitions per month. Before they took an hour to create and 20 minutes daily to update. With Ambition, it takes me 5 minutes to automate a competition.

Director of Inbound Sales, Software

4

Improved retention by 25% to 55%

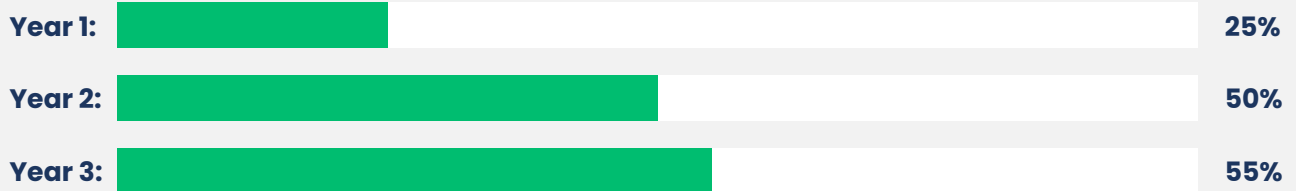
The influence of sales managers and enablement tools positively impacted the employee experience as seen through sales rep and manager retention. Over the three years under analysis, the average Ambition customer avoids spending \$557,000 to replace key team members. Interviewees reported Ambition’s positive impact on retention and sales culture, having:

- Empowered sales reps with data to show progress on daily targets
- Created avenues for collaboration and two-way communication
- Optimized a remote sales culture

Ambition Investment

INCREASED EMPLOYEE RETENTION

Retention Improvement



66 avoided new hires over 3 years



There’s been a huge impact to culture. Ambition takes the monotony out of the day-to-day. As a revenue leader, you have the ability to motivate and drive healthy competition on the sales floor.

Director of Revenue Operations Technology, Software

Ambition Vision

Organizations like yours that are committed to high performance must rethink performance metrics to thrive in today's competitive marketplace. It's no longer simply about sales output, volume, and numbers—it's about the humans (your team) behind the metrics.

At Ambition, our vision is to start a movement focused on unlocking human potential. It's proven, and now validated by Forrester, that empowering people leads to bottom line success in sales. That's why we're committed to pushing our world-class Rep Performance Management software forward to help you create an [ecosystem of encouragement and accountability](#).

In 2022, Ambition is positioned to support frontline sales managers with everything they need to be the best coaches for their reps. This manager role is critical to the health of your business as they control 80% of the employees who put strategy into action day after day. If you're not investing in them, now is the time.

Make this year about your people and their potential, and watch your performance metrics soar.

Don't know where to start? We're here to help.

Appendix

The Methodology

Ambition commissioned Forrester's Total Economic Impact™ (TEI) consulting practice to develop the business value justification analysis to help organizations understand the financial impact of our technology investment.

The [TEI methodology](#) has been used for over 20 years by technology consumers and technology companies. It consists of four components to evaluate investment value: cost, benefits, flexibility, and risk. Forrester's proven framework and rigorous research methodologies create a custom study that informs buyers using primary research and independent customer interviews.



Our company was an in-office company prior to COVID-19. Our team did not work remotely, and we were very hesitant about it. The thing that gives us confidence every day is Ambition.

Director of Inbound Sales, Software

Additional Resources

[The Revenue Leader's Guide to Programmatic Coaching](#)

[Dallas Mavericks Case Study](#)

[The Future of Rep Performance Management: How to Elevate and Evolve Your Revenue Team Right Now](#)

[The Effect of Sales Coaching on Employee Retention and Performance](#)

