



AMAROK is an integrated commercial electric fencing solution that prevents theft and protects your business and property.

**This decade-long Ambition customer considers sales gamification a cornerstone of their growth strategy.**

## CHALLENGES

Searched for a way to automatically encourage groupthink and collaboration across teams & territories.

Lacked visibility into which reps were executing on strategy week over week.

Needed a technology partner to support their unique team structure: selling pods.

## SOLUTION

Ambition Sales Gamification has become part of their sales culture DNA to help deliver results.

The Ambition <> Gong integration is built into every 1:1 Check-in so managers can hold a dynamic coaching conversation with their rep on what went well, what didn't, and then document next steps.

## RESULTS

**80+ sellers are inspired daily by their peers via workflows** - "Reps see a closed/won deal workflow in Ambition then immediately check if that same company is in their territory to sell into."

With Ambition, **reps self identify growth & development opportunities through metrics-driven open-ended coaching questions.**



"Ambition is our main way to coach. We have a ton of different coaching programs built in, which allows managers to get down to the nitty gritty. Ambition allows for personalized rep development and also doesn't let anyone slip through the cracks."

**Jack Howard, Sales Enablement Specialist**

