



Thryv is a small business management platform that helps entrepreneurs streamline day-to-day operations from marketing to invoicing to ongoing customer support.

**This publicly traded SaaS company creates a culture of coaching and reinforces their methodology—“Selling the Thryv Way”—with Ambition.**

## CHALLENGES

GTM lacked a source of truth for data and didn't have protocols in place for data hygiene.

Sales coaching happened *whenever* and *wherever* managers wanted it to—in Outlook, OneNote, or with pen and paper. There was no track record of it.

Competitions were not a part of sales strategy due to poor data quality.

## SOLUTION

Ambition inspired Thryv to clean up their entire database in under 5 months.

Coaching was standardized and now is “logical, repeatable, and visible.” 1:1s happen weekly; and Ambition encouraged a net-new bi-weekly coaching moment that focuses on documentation accuracy surrounding demos booked and closed/won deals.

Gamification is now part of Thryv's greater sales coaching strategy.

## RESULTS

Thryv sales managers **save 6 hours per week** on average on administrative tasks.

Ongoing coaching paired with gamification **increased conversation rates by 34%**—reps hold better sales conversations when they're motivated, developed, and enabled over time.

The **Ambition <-> Domo connector** gives Thryv leadership a **high-end snapshot** of how teams are performing week over week.



“My favorite part about the automation is Check-ins. If you need to, managers can hold coaching sessions without physically holding a meeting—coaching can happen async. Ambition allows for multiple communication styles to happen, which builds relationships better between every level and improves the employee experience.”

*Brian Van Sicklin, System Administrator Sales Enablement & Revenue Operations*

