



Zoom is a frictionless communications platform is the only one that started with video as its foundation, and we have set the standard for innovation ever since.

Looking to evolve their brand beyond just “video” which includes the emphasis on diversifying product portfolio

CHALLENGES

After experiencing rapid growth through the pandemic, it was time to expand the product line they are offering

Product specialists are more advanced at selling additional products. They need a way to facilitate peer-to-peer and team-to-team training and coaching

They have a selling style called Zoom Way of Selling and need to leverage coaching and enablement to train the entire sales org on the new selling methodology

SOLUTION

Roll out templated coaching conversations so all managers coach on the same strategic playbook

Track all coaching conversations in one place to ensure quality coaching is happening

Develop Action Plans

RESULTS

Increased differentiated products sold

Increased adoption of recurring developmental 1:1s



“What happens in a remote environment is there’s not as much insight from an executive level about whether or not coaching moments are happening. To have a tool like **Ambition** that alerts executive leadership about what you’re doing on a weekly basis is amazing.”

Sarah Linich, Segment Leader, Mid-Market VAST

