

CASE STUDY

From Curiosity to Culture: How the Dallas Mavericks Upped Their Game

What started out as a curiosity about Ambition quickly became an integral part of the Dallas Mavericks' sales culture.



Creating a culture of inclusiveness and celebration



It's no secret that high performance, low turnover rate, and consistently hitting goals are the ways in which many sales organizations find success. **But what happens when there is no visibility into individual goals, and one shared goal across sales departments?** Retention dips, and sales performance isn't optimal. So how does a sales team become more productive and thriving? They implement the right tools and the right leadership.

You may know the Dallas Mavericks as a professional basketball team based in Dallas, TX, but we know them as one of our beloved customers. After hearing what an impact Ambition has made to the sales team's productivity, we decided to sit down with [Scott Tribble](#), the Director of Ticket Sales Strategy and Development, to hear how the sales team was led into a successful future.

Scott has been with the Mavs since October of 2018, where he started with the Senior VP of Sales and Service, [Theo Hodges](#). Their shared goal was to create a culture of inclusiveness and celebration across the sales departments.

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"Sales floors can sometimes feel like call centers, causing sales reps to feel as though their only job is to cold call," says Scott. This can leave the sales rep burnt out, unmotivated, and therefore unproductive. Because the sales teams had so much change in a short amount of time, Scott wanted to bring back the spirit of competition and gamify rep activity.

The Problem ?



Within the Mavs organization, the sales account team is divided into 5 departments—season ticket sales, group sales, premium sales, service and retention, and sales associates. **Each department has individual goals and separate KPIs, but before implementing Ambition, they were all being measured on the same system.**

The system they used was called the Hustle Score, which gamified the rep activity level across the sales org. After implementing, Scott realized how different each team's activity and output was. One department may be set to make a certain number of calls to hit their quota, while another department was aiming to set meetings all day. It became difficult to see how teams were actually performing on an individual and team level without a holistic overview. **How could the team be successful if they were all using the same scoring system for different jobs?**

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As a tool for celebration, they were also using what they called the jumbotron (a sales TV), which would ding when someone closed a sale or booked a meeting. The problem? They were in the middle of the pandemic. **Since the team was remote, they lost a lot of the sales floor energy they had when they were in office.** There was no way to have a TV or triggers across the company, so visibility and celebration were lost.

The Solution



As a self-proclaimed nerd,

part of Scott's job is to research and vet tech companies and platforms to help the team become more productive and efficient. While Scott had already started to think about how to better structure the sales departments, he was not actually looking to invest in a sales performance platform. One of Scott's commitments to himself was to nearly always say 'yes' when a cold email came through about demoing a software solution. He had previously heard about Ambition through another team in the NBA, so when an email came through about Ambition, he couldn't say no.

After seeing Ambition, making the decision to switch was simple, he said. **The feature that caught Scott's attention the most was the universal activity score of 100 with the ability to weight activity on the back end.**

This gave reps the chance to aim for the same activity score, while still being able to focus on their individual goals. It also gave the sales leaders and managers the insight they needed on team and individual productivity.

As an organization, the Mavs have always implemented and gone all out for team competitions. The sales managers dress up and decorate the entire office. The spirit of competition and fueling engagement has always been there, but they needed the right tracking system to understand the impact. Scott would track activity in spreadsheets, hoping to predict positive outcomes, but this was wildly time consuming and inefficient.

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With Ambition, I'm able to set it and forget it and just watch the scores and activity roll in. It has made things a lot easier. We always loved competitions, but now with the right visibility, they've become a part of our culture.

- Scott Tribble,
Dallas Mavericks



The results also speak for themselves. **After the first competition, where the teams chose countries and competed in the Sales Olympics, their activity scores were up 40 percent.** Their call volume was at its highest in September, which correlated with the month-long, org-wide Olympic themed contest, The 41st OlympiMav.

Phone Calls Made:

13,575
August

23,295
September

Phone Connects:

5,091
August

7,758
September

With Ambition, the workflows and live notifications can be sent to email, Slack, or [Microsoft Teams](#). The TV is a live URL, meaning anyone can see the leaderboard at any given time. **This helped with the visibility into activity, which led to much more celebrating and brought back the energy the team was missing working remotely.**

What the Dallas Mavericks weren't expecting



Ambition supported the Dallas Mavericks sales reps by keeping them engaged and feeling competitive. When asked, the reps said that being able to see their score live throughout the day pushed them that much harder. It made them want to make that next phone call and hit the next level.

What Scott wasn't expecting? Ambition's big impact on the sales managers. After implementing, many managers just let it run for a few months to gain initial visibility. They were amazed with what they were able to see, and they knew which direction they needed to coach and guide the team to make them more productive and efficient.

"I would say that the biggest impact Ambition has made on our company is productivity," said Scott. "It married being fun and exciting for the reps, and really helped the managers encourage, motivate, and keep the reps accountable too."

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"Ambition started out as more of a curiosity, but it quickly turned into part of our culture," Scott said. "Between 32 reps and 7 managers, it is embedded in our day to day. It really helps to keep your reps motivated and your managers motivated to encourage and coach the reps. It provides the right tools you need and saves time. **You can measure a lot of things internally, but having it automated through a platform like Ambition is invaluable. The cost of investment is relatively low, and the results you get back from it vastly outweigh the investment.**"

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