

HOW

 Instapage

USES

 AMBITION

+

 GONG

A TV TEMPLATE AND
COACHING PLAYBOOK FROM
INSTAPAGE

**Nick Liemandt, SDR Manager at
Instapage, broadcasts a specific set of
metrics on his sales TVs and coaches
his team with a framework that is built
to lift reps up the leaderboard**



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ABOUT

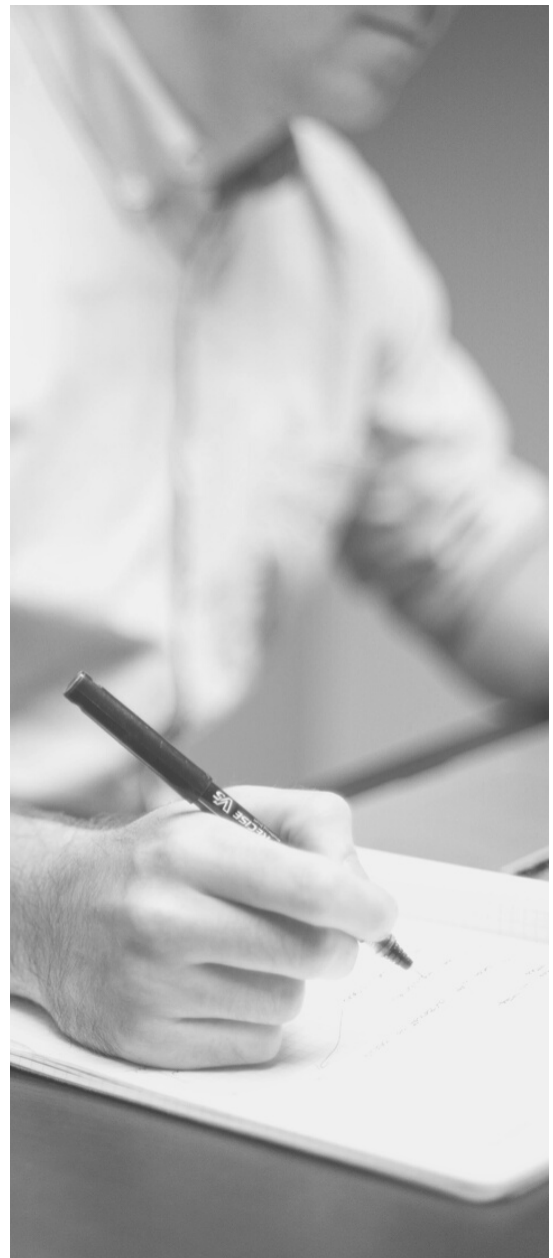


Instapage is the leader in post-click automation and helps digital advertisers create more relevant and impactful advertising by unifying the post-click stage of the advertising funnel.

Industry: Marketing-Tech

Headquarters: San Francisco

Ambition package: TVs and Leaderboards



REINFORCE WEEKLY COACHING

The SDR team at Instapage leverages Ambition's leaderboards and sales TV slides to bring visibility to key metrics. Then, they coach the team around the metrics to help reps move up the leaderboard.

The Challenge:

The **Instapage SDR team** is committed to **call coaching and role play** scenarios to help develop their reps. When SDR Manager Nick Liemandt needed a program to record calls that he would coach on, he selected **Gong**. But Nick knew that **weekly call coaching wouldn't be enough** to get improved efficiency from his team. He was coaching his team with the purpose of **metric improvement**, but needed a way to get visibility into the impact. The coaching happens only weekly, but they need the **objectives to stay front of mind daily** to reinforce coaching. Nick needed automated, visible data, but had no time to spend his days running reports. **Instapage chose Ambition** to score their reps on holistic sales metrics and **broadcast the leaderboards with Ambition TVs**.

The Solution:

Nick Liemandt, Instapage SDR Manager, created **Ambition leaderboards for the email and call activity** metrics he scores his SDR team. This helps to **hold his team accountable** to the basic activity they are expected to do in the day-to-day job. Nick also has leaderboards that go a step further to show **who is converting** the emails and calls into meetings booked. If someone isn't converting calls and emails to meetings, Nick can **listen in on that reps calls with Gong** to see where they can coach improvements. For reps that are high converting, Nick uses **Gong to play the exemplary calls for the team**. This is a recognition tactic that works well to keep the high performers engaged and motivated. By combining daily coaching around the leaderboards alongside weekly call coaching and peer role play, Nick was able to build a fully comprehensive coaching program.

IMPACT METRICS

The Instapage SDR team was able to drive big lifts with their daily, on-the-floor coaching with **Ambition** + consistent weekly call coaching in **Gong**

Impact Numbers

275% lift in meetings set

147% lift in SDR pipeline created

80% increase in qualified opportunities

Quote:

“Everyone on our team wants to improve and move up the leaderboard. It fosters peer initiated learning outside of our weekly call coaching sessions. Everyone wants to hear how the rep at the top of the leaderboard did it.”

— NICK LIEMANDT, SALES DEVELOPMENT
MANAGER, INSTAPAGE

BENCHMARKS AND TEMPLATES

Here is the scoring and coaching framework the Instapage SDR team leans on to get performance insight and improvement

The scorecard setup:

The metrics that the SDR team identified for leading and lagging metrics of success are as follows:

ACTIVITY-- weekly scorecard

- *Calls connect rate* - weighted for **50%** of the score
 - Taking it beyond dials into actual touches. **8%** is the connect rate goal.
- *Emails*- weighted for **20%** of the score
 - SDRs shoot for a target of **300** each week
- *Calls*- weighted for **30%** of the score
 - Dials aren't as impactful as connects for Instapage. SDRs shoot for 150 each week.

OBJECTIVE-- monthly scorecard

- *Meeting set*- weighted for **25%** of the score
 - Each SDR strives for **10 meetings** per month
- *Qualified Opportunities*- weighted for **75%** of the score
 - Each SDR strives for **6** qualified opportunities per month. This measurement is important to show quality meetings are being set.

The Coaching and Leaderboard / TV Setup:

- Weekly **call coaching** powered by **Gong** call recording
 - Focus on what is being said on the connected call recordings and how that is successfully converting to the objective benchmarks
- Weekly, cross-team **role play**
 - High-converting peers can be matched up with those lower on the leaderboard for peer to peer role play
- **TV Leaderboards** for 100 calls and 300 emails goal attainment, forecasted bookings, company wide MRR goal powered by **Ambition**
- **TV Slides** for SDR account target list, running ticker of SDRs meetings moving to qualified opportunities



PRO TIP:

Keeping a leaderboard and coaching around conversion rate metrics like percentage of Meetings Set converting to Sales Qualified Leads helps ensure that your team is setting quality meetings.

CONCLUSION

Call coaching is one part of sales performance management, but without adding in daily, on-the-floor coaching, teams can forget or de-prioritize what they learn in call reviews.

Gong integration [beta]:

Integrate your Gong tracker data into Ambition. Compete on words said on calls or showcase bottom to top leaderboards for words like "um"

To learn how **Ambition** can help you coach your team, [see a demo at Ambition.com](https://ambition.com)

ABOUT AMBITION

Ambition is the leading **sales coaching and gamification** platform for **mid-market and enterprise sales teams**. Thousands of sales managers across the globe use Ambition to get **real-time performance insights**, **coach reps to success**, and **drive long-term behavior change** with competitions. **Transform your team** into a world-class sales org with **Ambition**.

