



# BIOSENT

*Cantopia*  
Sales Force Simulation

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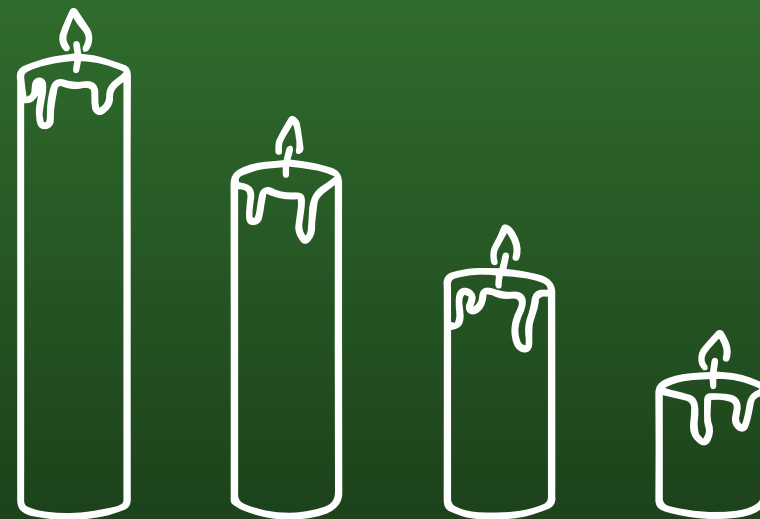
BALDWIN BROWN

LILY ILE

# OUR RANKING

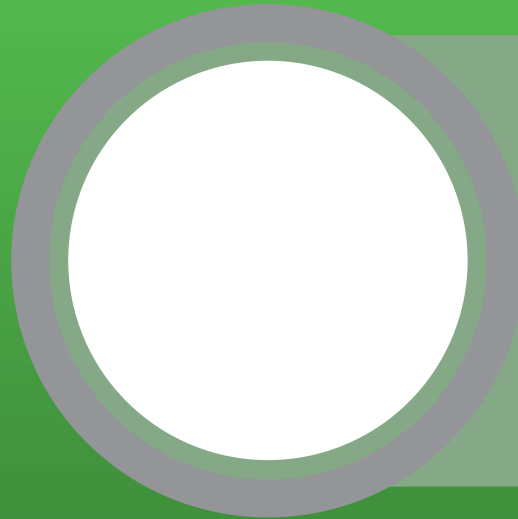
Your final net income: \$1,525,533

Your final rank: 2



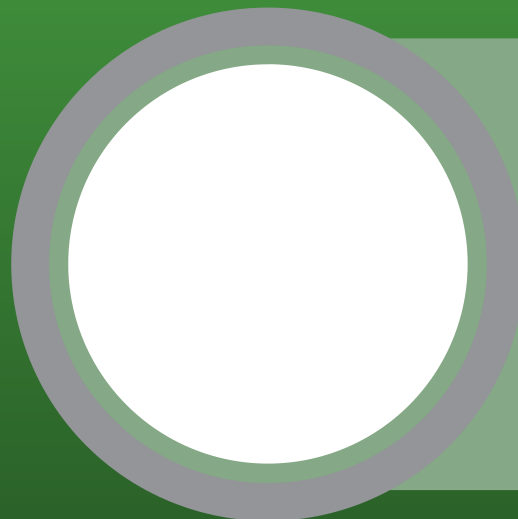
# YEAR 1 QUARTER 1

## Company Situation



### ***Current Rank - 3rd***

- our sales volume was the lowest (\$1,090,556)
- our expenses were 2nd lowest
- our net income = \$104,264

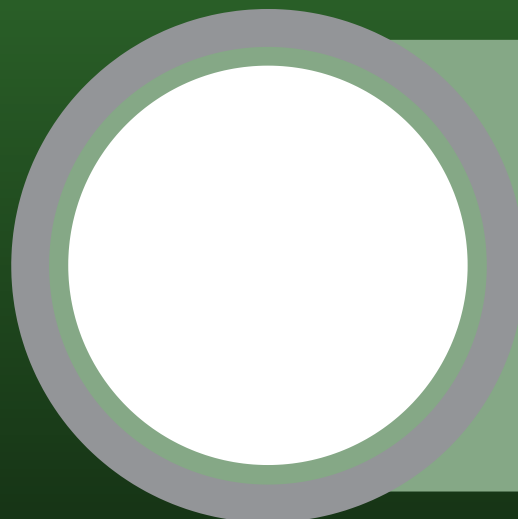


### ***Important Factors in our situation***

- compensation
  - salary = \$35,000 & commission = 5%
  - higher sense of security, lower incentives

*(our class lecture on sales force comp.)*

	Profit sharing
	Bonus
Salary	Commission
Security	Incentives



### ***Our Focus***

- hiring additional quality sales talent (reps)
  - fired one low quality sales rep (Autumn)
  - hired two additional (Devin and David)



*6 total sales reps in this quarter*

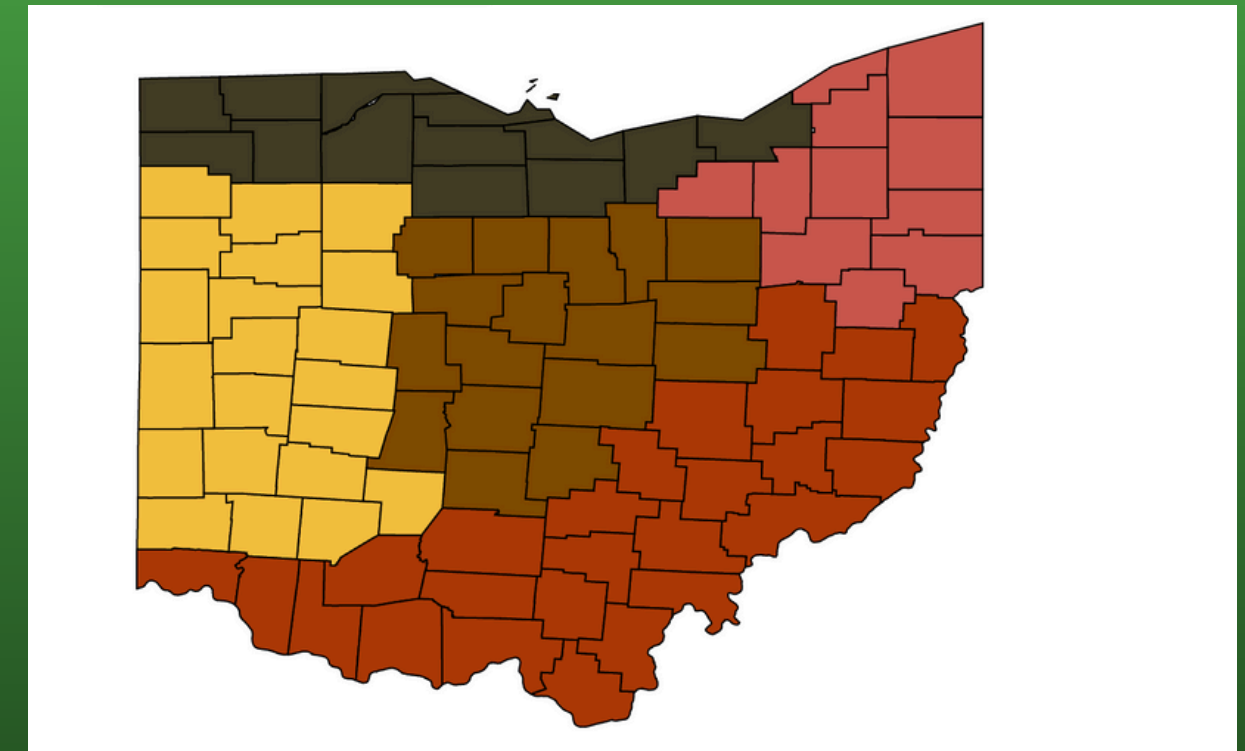


# YEAR 1 QUARTER 2



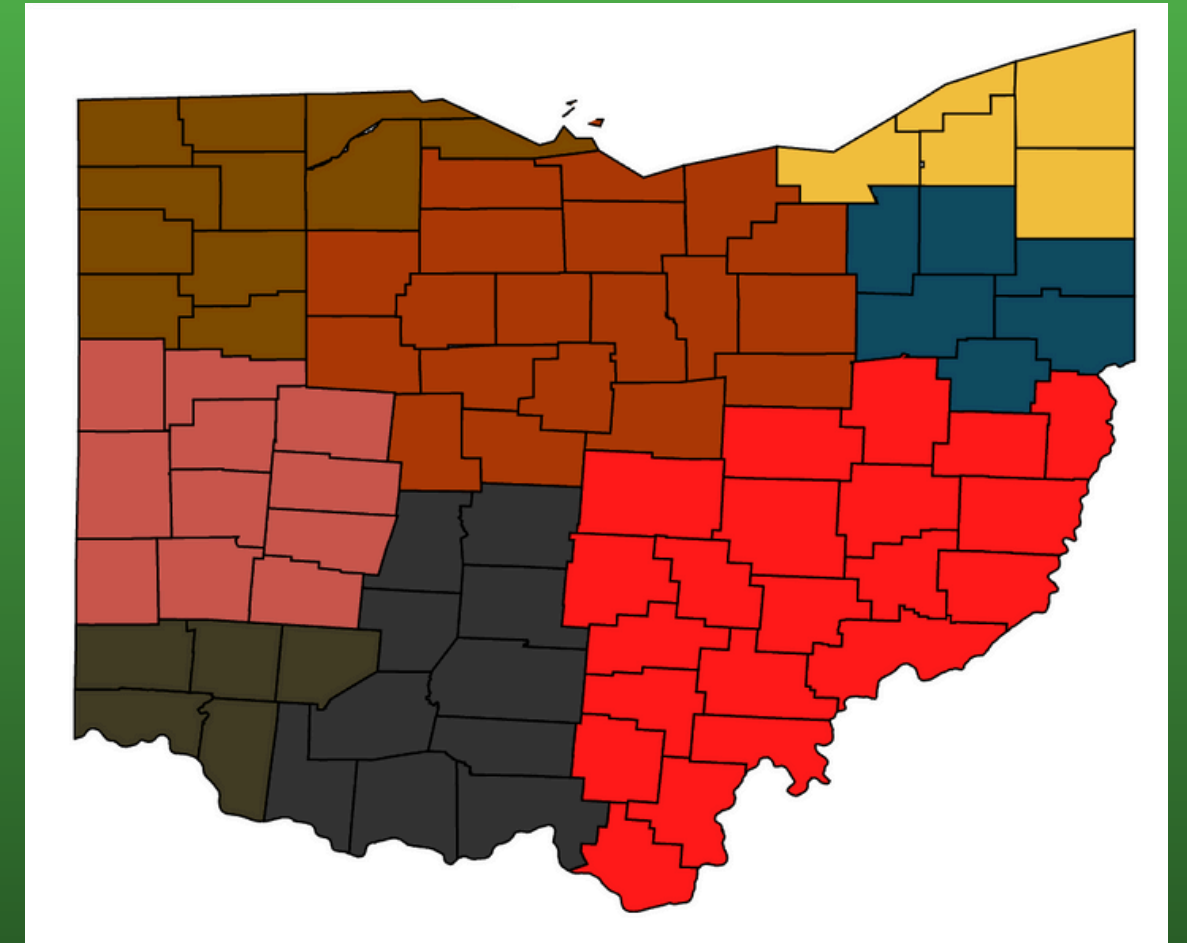
- Faced challenges such as being poached and poor sales performance. We focused heavily on sales talent so we fired two of our least effective sales people. At this point, we were rank 4.
- Since we had this fire/poach combination, we started seeing the impact in our territory assignments.

POACHED



# YEAR 1 QUARTER 3

- This quarter is when we decided to buckle down and focus on maintaining our salesforce, even if that meant training the unfamiliar salespeople.
- We introduced a smaller salary in turn for a higher commission to entice our salespeople as well.



***This combination helped us move from rank 4 to rank 2!***

# YEAR 1 QUARTER 4



- We maintained our **#2 spot** overall in the industry
  - Bringing in \$436,785 for the quarter
- Our biggest challenge faced in this quarter was **poaching**
  - We lost three **high performing** sales reps
  - Due to high workloads, benefits packages, and lower commission compared to competitors



# YEAR 2 QUARTER 1

- **Challenges this quarter :**

- Losing three reps due to poaching
- Only bringing in \$23,816

- Our strategy was to **reevaluate our compensation package**

- Salary increase, Benefits increase (Bronze to Silver), Travel (Per diem) increase
- Changed sales contest prize from \$1,000 cash to a \$3,000 vacation



# YEAR 2 QUARTER 2

- **Stuck strategy of hiring 3 reps/qtr**
- **Only 1 sales rep poached**
- **Settled a lawsuit for \$30k**
- **Net income significantly increased to \$270,563**
- **Maintained our 2nd place spot**





THANK YOU!

