StepSmart Fitness
Caseism.com
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StepsSmart Background
Caseism.com
- Ben Cooper
  - Graduated 2016, where he took a sales job
  - Worked in an automobile store
  - Worked in a clothing store
  - Worked as a magazine

Works Cited
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Sales Force Role
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- Ben Cooper
  - Sale representative for Caseism
  - Sales representative
  - Worked in a clothing store
  - Worked as a magazine

Questions?
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Expectations/Falling Short
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- Projected sales in first half of 2016: $42,000
- Actual sales: $40,000
- Ben's area: largest area with least amount of people
- Probably to merge with New York district
StepSmart
Background

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Ben Cooper
- Graduated 2008, where he took a sales job with the New York based company
- 2010 promotion
- treadmill designs

Mark Wallace (CEO)
- 2011 changes
- Coopers Opportunity
Products

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Product line:
- Cardio
- Strength
- Technology
- Small Equipment
Sales Force Roles

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Regional Vice President
- Supervise District Sales directors, set targets, meets with the largest accounts in the region

District Sales Director
- Manage 8 salespeople

Salespeople
- Provide service to clients
- Contact potential clients
- Execute sales
Problem Definition

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- For 3 years the company fell short for the New England district
- What can the company do, to utilize their management of this district in order to see sales increases, and ultimately a turnaround for the region?
With Cooper in Charge

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- Little knowledge of salespeople at the new region
- Got to know them better
- Made a slide show with four slides:
  - Recommendations for probation and termination
  - Hiring costs and benefits
  - Suggestions for productivity increases.
  - Improving salesperson evaluations
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- Projected sales in first half of 2012: 95,871,735
  - actual sales: 97,789,169
- Avery's area
  - largest area with least amount of people.
- Possibility to merge with New York's district.
  - Drawbacks
Questions?

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