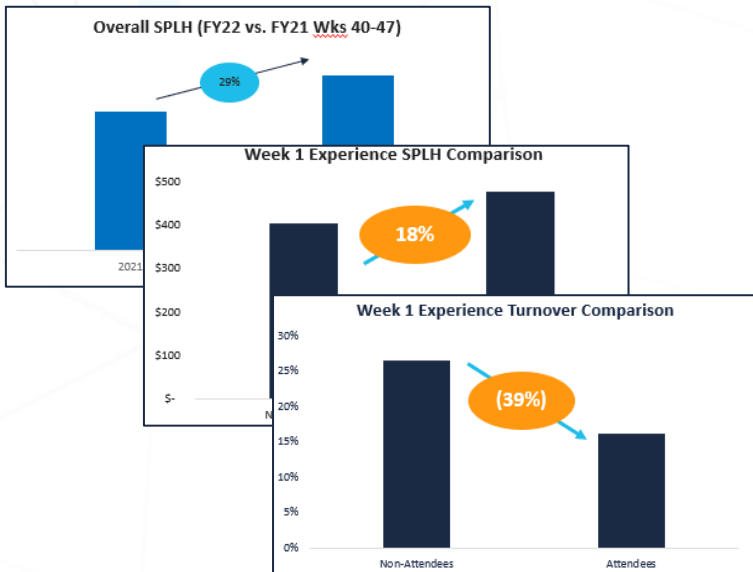


# Guided multi-billion-dollar retailer through transformation of salesforce from 'cost center' to high-performing sales team

## RETAIL

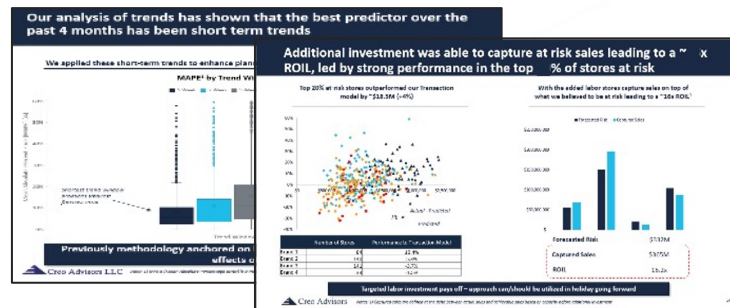
### Situation

- Multi-billion dollar consumer retailer sought to grow organically through existing store fleet while maximizing ROIL
- Additionally, the company wanted to attract, and retain, top talent during a difficult retail recruiting period



### Actions

- Developed and implemented a revised Team Bonus and Commission Incentive
- Lead a targeted investment in labor hours (including optimizing hours of operation) in leading stores
- Created a new, in-store, non-selling position to better support top salespeople
- Increased wages for salespeople based on market, tenure and seniority
- Developed training/onboarding program for new hires to assimilate them into their store and the company as a whole



### Results

- Higher sales
  - Company beat sales plan by more than \$1.5B over a 2-year period
  - Increased sales productivity by more than 60%
- Lower turnover
  - Lowered turnover among all employees by 15%

