Possible Solution 4:

Increase incentives for leaders, managers, and directors
 Honor rewards (Spin, 2008, pp. 261), are already being used through exception in come smalls, hence the company can still tap into monetary company can still tap into monetary incentives such as a gift with a value ie. Mary Kay and the famous gink.

Volkerwägens.

- Incentives and the famous pine.
 Volkevagens
 Volkevagen

The Choice

Rather than hiring more trainers to inform • Rabber than hiring mour trainers to inform current preparatives of the benefits of greeting within the company, utilize the tools queeing within the company, utilize the tools managers, and feeders. Start of the top and educate the directors with the plan of action for informing representatives and let the information strategically trickle down. Part together an esbectpring process that can be seen to the company of the plan of the company of the plan of the company of the compan

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 In addition to educating the representatives on the incentives, and delipsally insentitives for long time representatives using the money saved form not brilling more trainers.

 Companies Situ Avon claim to be successful because they are constantly changing up their business models (Deighton, 2011, pp. 15lighay) vanishing incentive plants to see what varies best, such as by adding loyality incentives, can be a successful best, such as by adding loyality incentives, can Lastly, announce plants to see what varies best, such as by adding loyality incentives, can Lastly, announce plant so see whether plants are seen that which can only increase sales.

















Case Overview



Conclusion and Biblical Integration

By utilizing the resources that DBK already has, such as their directors, DBK can increase the rate in which representatives grow within the company through informative steps for the incentive plan. This method does not raise fixed costs, and can be accomplished easily if done strategically. DBK should also incorporate loyalty incentives in response to the feedback they have received from their representatives. Trying new things and adjusting business models is necessary for growth. Lastly, DBK should focus on increasing the number of events their representatives put on by encouraging them via social media.

Biblical Integration:



Deighton, J. A., & Abbott, S. (2011, April 20). Designs by Kate: The Power of Direct Sales (Electronic version). Harvard Business

Rich, G., Spiro, R., & Stanton, W. (2008). Management of a sales force. New York, NY: Mcgraw-Hill Izwin.

The Case of Pink Power

Thecasesolutions.com

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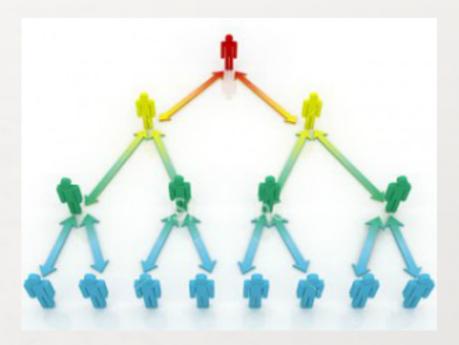
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Case Overview

Kate Creevy, founder of Designs by
Kate (DBK) sells jewelry via direct sales.
Her business had been vastly successful
over the first five years, however,
according to trajectories, the company's
top-line growth has slowed. Kate
believes that this decrease is due to
sales reps not wanting to grow in the
company and become sales leaders,
managers, and directors which is key to
the company's business model. In order
to solve the problem, Kate is
considering reworking her incentives
system, or hiring more national trainers
to inform the reps of the incentives.



- Representatives are mostly woman ranging from 25-50 years old
- Representatives earn a base commission of 25% of sales
- Sales exceeding 1000\$ receive 32% commission
- Recruiting 3 reps forms a Level 1 team in which the leader earns 5-12% commission of those members' sales
- Recruits from Level 1 team members constitutes a Level 2 team in which the leader earns 3-8% commission of those members' sales
- This system continues on through levels 3 and 4