

ICSC Sales Management 2023 Case Competition Addendum

Situation...

Shawn and Jacqueline heard that the presentations to the executive team went well and they were given the highlights from people in the meeting. They wanted to know if you might be willing to do the presentation again with them and a few other (different) Rexel executives. Shawn also said that Brad Paulson (Rexel CEO) heard that the initial meetings went really well and asked Shawn if he thought Rexel could get more bang for its buck if he had a higher budget for pilot projects that might improve sales force effectiveness. Shawn asked for clarification and Brad said that he would like to see what the sales force effectiveness consultants (you...) would recommend at different levels of investment. The original budget was \$2,000,000, but Brad would like to see what the consultants would recommend if there were three levels of investment. The different investment levels are:

Scenario #1 - \$2,000,000 (original budget)

Scenario #2 - \$4,000,000

Scenario #3 - \$10,000,000

You told Shawn that you would be happy to revisit your recommendations and would make any needed adjustments to your presentation based on these new investments levels. You told him you can be ready to present as soon as necessary and he said, "Great, how about tomorrow morning?"

You replied..."uh, sure."