



## 15.387 – Entrepreneurial Sales

<i>Case</i>	<b>Catherine Competitive Corporation (A&amp;B)</b>
<i>Title</i>	<b>Sales Training &amp; Forecasting</b>
<i>Assignment</i>	<b>Questions 1 &amp; 2</b>

### **Overview:**

The year has ended and you haven't done badly. Catherine Competitive Corporation has finished the year with \$3.4 Million in sales. Three of your sales people did very well with \$900K, \$850K, and \$650K in sales. Two others hit their goal (\$500K) right on the nose. Two of the other hires just didn't work out and had to be terminated. No sales were made in their areas.

You have now hired nine new sales people; two for the ones that you fired and seven additional sales people. You have taken the three outstanding salespeople and made them Regional Vice Presidents. They will continue to sell, and will also supervise the other sales people; two will have four sales people reporting to them and one will have three.

All of the new sales people are slated to start November 15<sup>th</sup>, right around the ComputerTech trade show. In fact, you have set aside two full days of training over that weekend for the first ever sales training conference which will be at the Bellagio Hotel, Las Vegas, November 16 and 17<sup>th</sup>.

### **Assignment:**

1. Outline sales training for these two days. You may use any of the people within the company and other experts if you need them. Your budget for the two days is \$20,000. Assume that you will not need pay for transportation and hotel for these 14 sales people because they will be at the Show anyway. This is your one chance to get both existing sales people and new sales employees all together for training.
2. You also need a sales forecasting system that you can use during the year. Design a system that you will present to the sales force at this meeting.

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