



**THE  
PROMETHEUS  
INITIATIVE**

By: **Agent Marino**  
Badge #: **134399**  
Store #: **397**



Agents,

Once again the world needs our help, and once again it is up to us to save them! Our field operatives have informed us there are numerous citizens out there without *any* protection on their devices, with many reports showing they aren't *even aware* of the services that Geek Squad offers! As Agents, it is our duty and *our privilege* to do whatever it takes to ensure that our fellow citizens are protected from danger. We must go that extra mile in properly educating them on the numerous services that Geek Squad has, such as our Total Tech Support plan and Geek Squad Protection.

We call on you to partake in *The Prometheus Initiative*, a sale-and-point based competition that will reward our courageous agents for promoting our services! The game is simple: sell services to earn points; the more services you sell, the more points you earn. Be the agent in your precinct to earn the most points in a month, and you will be crowned *The Victor*! *The Victor* will get to choose from a pool of rewards for their valiant efforts in defending our citizens. These prizes can range anywhere from Geek Squad apparel, to a variety of gift cards, to special events that can be held in *The Victor's* honor, such as a pizza party or a movie night. The celebration will vary from precinct to precinct, but the mission will always remain the same.

We cannot waste any more time, for time is of the essence. The objective is clear and the stakes couldn't be higher. With over 20,000 Agents in more than 1,100 stores, do you have what it takes to be crowned *The Victor*?



## THE PROMETHEUS INITIATIVE

### The Monthly Sales Incentive Program

The Monthly Sales Incentive Program (MSIP) will run for the duration of one corporate month and track all sales made by Geek Squad C.A.'s. These sales translate to points, so the more sales you make, the more points you get!

#### How the points work:

- Total Tech Support 2 pt
- 3 Year Geek Squad Protection 3 pts
- 2 Year Geek Squad Protection 2 pts
- 1 Year Geek Squad Protection 1 pt
- All other services 0.5 pts

#### How the math works:

- $\$40/\text{hr} \times 8 \text{ hrs} =$  \$320/day ~ 3pts
- $\$320/\text{day} \times 5 \text{ days} =$  \$1,600/week ~ 15 pts
- $\$1,600/\text{week} \times 4 \text{ weeks} =$  \$6,400/mo ~ 60 pts
- $\$6,400/\text{mo} \times 150\% =$  \$9,600/mo ~ 90 pts

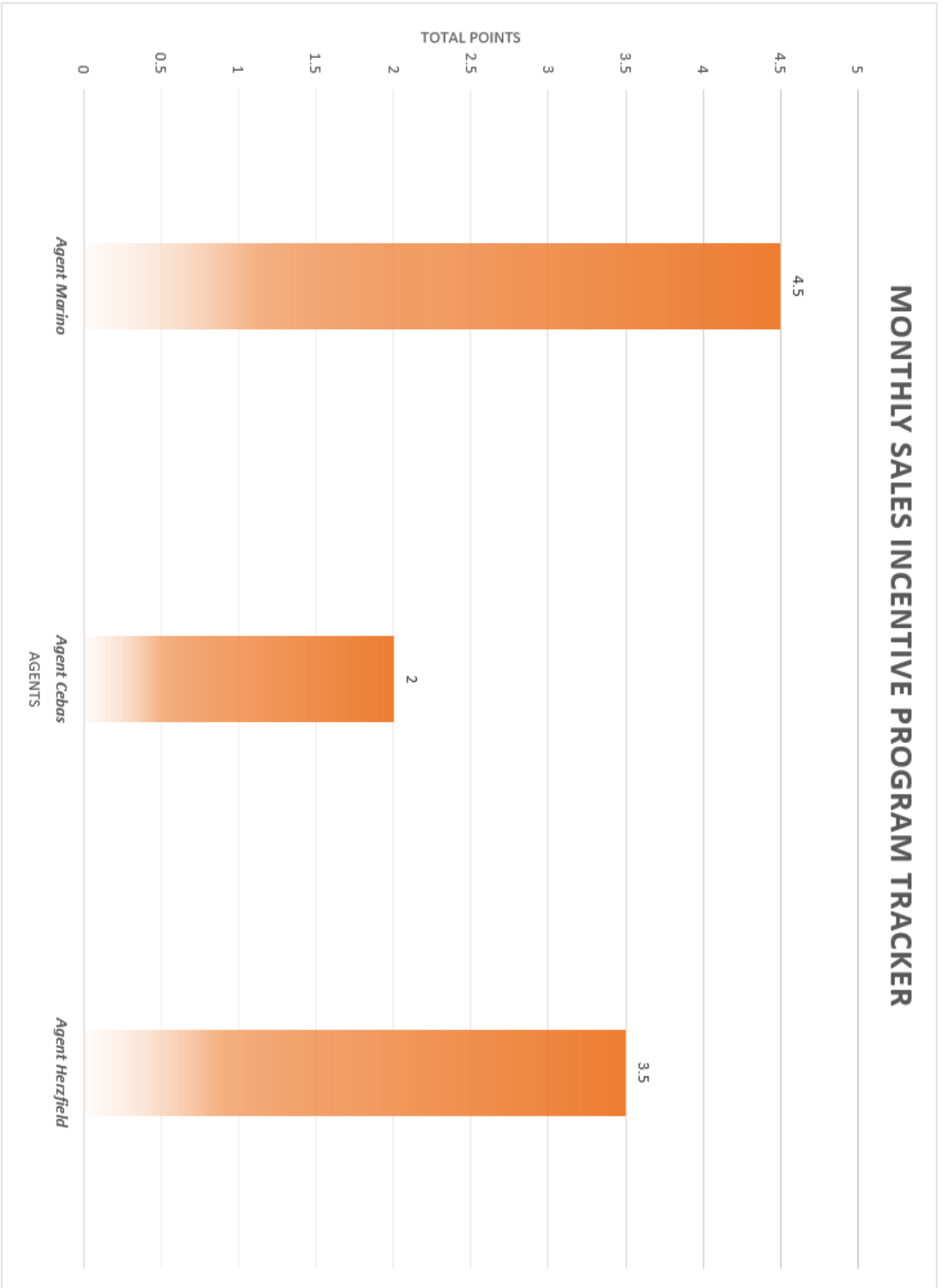
#### How the prizes work:

- Funding from management
  - Gift Cards
  - Pizza Party
  - Geek Squad apparel
- *The Jester*
- Suggestions??

Service plan renewals earn you the same amount of points as the plan would offer during an initial sale, e.g. a Total Tech Support renewal would credit you 2 points. If you sell a bundle of Tech Support and GSP, you take the total point count for that sale and **double it!**



# MONTHLY SALES INCENTIVE PROGRAM TRACKER





## **Program Development**

The deployment of *The Prometheus Initiative* is broken down into three stages. Each stage builds off the previous one to establish a seamless and effective full integration into the Best Buy system. The three-stage deployment plan will be henceforth known as *Codename Cerberus*.

### **Stage 1 – Pilot Month**

- Agent Marino will be in sole control of data recording and input within *The Pramantha*
- Personal OneDrive account will be used for data recording
- Document receipts of services sold from Agents

### **Stage 2 – Precinct Integration**

- Control of data recording and input as well as access to *The Pramantha* will be shared with all Agents
- Responsibility will fall on all Agents including Defender Tippet to ensure that data is accurately recorded and input to *The Pramantha*
- Corporate OneDrive – A Geek Squad or Best Buy designated account will be used instead of a personal one for data recording. Similar to the previous option, editing access will be shared with all Precinct Agents
- Graph will be printed at the start of each day, similar to MATRIX and CSI reports

### **Stage 3 – ETK Integration**

- Final stage of *Codename Cerberus*
- *The Prometheus Initiative* will be a link under ‘Applications’ in ETK that Agents would click on
- Link would direct them to *The Pramantha* to input their daily service total
- MATRIX data will be compared to data input to *The Pramantha* to deter false information and keep Agents honest



## THE PROMETHEUS INITIATIVE

### Conclusion

- Increase Sales & Productivity
  - Sales and productivity will increase due to a *tangible* reward that Agents can earn for their hard work
  - Agents will be motivated to sell more to be crowned *The Victor* and avoid being dubbed *The Jester*
- Introduce short-term rewards
  - Builds off increasing sales and productivity
  - Introducing short-term rewards helps put a *tangible* reward in the Agents hand
  - Quarterly bonuses are great rewards over longer periods of time, but can be overlooked or go unnoticed
  - *The Prometheus Initiative* delivers small rewards to keep Agents from getting complacent through the introduction of rewards and competition
- Increase chemistry between Agents
  - The introduction of a friendly competition between Agents will help strengthen relationships or form new ones
  - Program is not designed to be cut-throat competitive, but uses friendly wagers to promote sales
- Ripple effect throughout the store
  - Projected success of the program may spark similar ideas in other departments
  - All employees will be competing against each other but towards the same goal
- Low cost of support
  - The plan would cost less than \$100/mo to support
  - Cost will be used to motivate and rewards Agents for selling Geek Squad services
  - Seen as an investment in the Agents
  - Money that would be used for prizes would be earned from sales revenue that the Agents produce