

Monthly Sales Incentive Program (MSIP)

By: **Agent Marino**

Badge #: **134339**

Store #: **397**



**THE
PROMETHEUS
INITIATIVE**

The Call

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*?

Rules & Regulations

How the points work

- ◇ Total Tech Support 2 pts
- ◇ 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

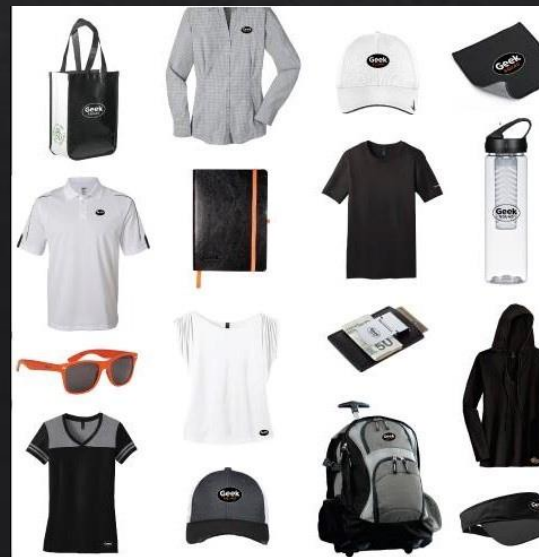
- ◇ $\$40/\text{hr} \times 8 \text{ hrs} = \$320/\text{day}$ ~ 3pts
- ◇ $\$320/\text{day} \times 5 \text{ days} = \$1,600/\text{week}$ ~ 15 pts
- ◇ $\$1,600/\text{week} \times 4 \text{ weeks} = \$6,400/\text{mo}$ ~ 60 pts
- ◇ $\$6,400/\text{mo} \times 150\% = \underline{\$9,600/\text{mo}}$ ~ 90 pts

*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 Plan 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!***

Rules & Regulations (cont.)

How the prizes work:

- ◇ Gift Cards
- ◇ Pizza Party
- ◇ Geek Squad apparel
- ◇ *The Jester*
- ◇ Suggestions??





The Pramantha

Program Development

Codename Cerberus

◆ Stage 1 – Pilot Month

- ◆ Sole Control
- ◆ Personal OneDrive account
- ◆ Document receipts from Agents
- ◆ Record services in *The Pramantha*

◆ Stage 2 – Precinct Integration

- ◆ Control shared w/ entire Precinct
- ◆ Agents responsible for data input
- ◆ Corporate OneDrive account that all agents can access
- ◆ Testing the waters before full integration

◆ Stage 3 – ETK Integration

- ◆ Link under 'Applications' in ETK that Agents click on
- ◆ Manually enter the sales themselves
- ◆ MATRIX will reflect the services that Agents sell for verification

Conclusion

- ◆ Increase Sales & Productivity
- ◆ Introduce short-term rewards
- ◆ Increase chemistry between Agents through competition
- ◆ Store-wide ripple effect
- ◆ Low budget required



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