Sale Management Plan:

Written Report

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PART I: Executive Summary

Mega Brands, a well-known toy construction company, aims to revolutionize its sales strategy by introducing groundbreaking services: Legacy Sets and the Official Online Store. The plan focuses on expanding market reach, targeting a diverse demographic that includes children, parents, collectors, and hobbyists.

The **Legacy Sets** offers customers a unique opportunity to purchase both current and retired construction sets, tapping into the nostalgia and collector's market. This service not only caters to new customers but also aims to rekindle interest among previous customers by making previously unavailable sets accessible once more.

The **Official Online Store** marks a significant shift in Mega Brands' sales approach, focusing on a direct-to-consumer model. This digital platform is designed to provide a seamless and user-friendly shopping experience. It features a comprehensive catalog of products, intuitive navigation, secure payment options, and robust customer support, enhancing the overall consumer experience.

The sales management plan outlines a comprehensive approach involving sales territory expansion, innovative marketing strategies, a detailed recruitment and training process for sales personnel, and a robust incentive and compensation plan to drive sales growth and customer engagement. Environmental considerations, including sustainability and corporate responsibility, are an essential part to the plan, reflecting the company's commitment to ethical practices.

The plan also includes an effective organization of the sales force, performance evaluation strategies, and control measures to ensure a successful and sustainable implementation of the new services. Mega Brands' approach is tailored to the unique demands of the online market, aiming to fortify its position, redefine the consumer purchasing experience in the construction toy industry, and ensure sustainable growth and profitability.

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PART III: Description of the Company

Mega Brands Inc., a subsidiary of Mattel, is a leading Canadian toy company specializing in the distribution of construction toys, puzzles, and craft-based products (Business Wire, 2014). Their flagship brands, Mega Bloks and Mega Construx, cater to different age groups and offer engaging play experiences. Mega Bloks, endorsed by Fisher Price, provides endless building possibilities for preschool builders, fostering early childhood development and imaginative play (Mega Bloks). Mega Construx, targeting older fans, offers immersive sets and highly poseable micro-action figures (Mega Construx).

Mega Brands focuses on innovation, authentic details, accessible value, and sustainability (About Us). They aim to provide continuous play opportunities for all ages and build a brighter future. Their products, including Mega Bloks and Mega Construx, are strong competitors to Lego, offering excellent value for money and imaginative sets suitable for various interests and age groups (Bento, 2023).

In terms of market demographics, Mega Brands' market comprises children, parents, collectors, and hobbyists who have an interest in construction building sets. Mega Bloks primarily targets preschool builders, while Mega Construx appeals to a broader age range with its detailed sets and figures. The brand offers a diverse catalog with popular licensed themes like American Girl, Barbie, Despicable Me, Halo, and Destiny (Mattel, 2018).

With a rich history of over 35 years in the toy industry, Mega Brands has continuously sought ways to bring creativity and help children grow, develop, and learn (History). The company has expanded its offerings over the years and positions itself as a significant player in the construction toy market. Mega Brands' commitment to innovation, value, and popular licenses contributes to its strong market presence and growth.

The market trend indicates a growing demand for nostalgia and the desire to acquire retired sets that hold sentimental value. Mega Brands can cater to this need by offering a wide range of retired sets for purchase. In this sales management plan, Mega Brands envisions a future where the brand will reach new heights in sales and customer satisfaction.

Mega Brands is set to introduce two groundbreaking services: the Legacy Sets and the Official Online Store. The Legacy Sets service is a testament to Mega Brands' commitment to its loyal customer base. Through this service, consumers will have the unparalleled opportunity to purchase both current and previously in-store retired sets, all at a reasonable price. This initiative not only caters to the brand's new consumers but also taps into the nostalgia of long-time enthusiasts and collectors, allowing them to relive memories and own sets that once held significant value in their lives.

Furthermore, Mega Brands ensures a seamless and direct shopping experience by restricting the distribution of these sets exclusively through its Official Online Store. This strategic move not only guarantees authenticity but also strengthens the brand's business-to-consumer relationship, ensuring that customers receive the best value for their money. By taking this bold step, Mega Brands aims to fortify its position in the market, redefining the way consumers view and purchase construction toys.

PART IV: Sales Territory

Our sales management plan is comprehensive, aiming to cater to a broad audience that includes parents, collectors, and enthusiasts across various age groups. By offering an extensive range of products, including retired sets, we are strategically positioning ourselves in the nostalgia and collector’s market, providing a unique and appealing value proposition. This initiative ensures that all our products are distributed through our official online store, while our retired Legacy sets will be distributed exclusively through our official online store, assuring customers that they have access to all authentic and high-quality Mega Brands products.

To effectively implement our sales territory strategy, we are leveraging our strong brand recognition and vast experience in the toy industry. We are focusing on customer-centric strategies and utilizing online distribution channels to enhance our presence in the market and engage with our customers more effectively. We are targeting the global market, acknowledging Mega Brands' international brand recognition. Currently, we distribute our products in over 100 countries worldwide (History). However, our key markets and regions will include Canada, The United States, Europe, Hong Kong, China, and Mexico. Our company has manufacturing facilities and distribution centers in 17 countries (McCarthy Tétrault). We are focusing on industry segments, including toy collectors, parents looking for educational and entertaining options for their children, and adult enthusiasts of building sets. Our sales territory includes specific customer demographics such as parents of children aged 1-15, adult collectors aged 20-50, and educators. In line with our commitment to environmental responsibility, our packaging utilizes FSC-certified fibers, and we are dedicated to reducing packaging sizes and eliminating 95% of blister packaging, which aligns with the values of environmentally conscious consumers (Corporate Social Responsibility).

We aim to achieve annual revenue targets ranging from $10 million to $50 million, ensuring sustained growth and market penetration for the first year. Although this may seem low, primarily due to Mega Brands' overall company annual revenue of $1.1 billion (Zippia), the Legacy Sets service is a brand new service never seen before in the construction toy industry, and our Official Online Store will be a completely new service to Mega Brands Inc. Therefore, the range has been set as such for the first year to properly assess and test the market, demand and our resource allocation toward these efforts and gather data to adjust sales targets and strategies moving forward. Our product boundaries encompass all current Mega Brands sets, as well as retired sets that are no longer available in physical retail stores.

In conclusion, this sales management plan outlines a strategic and innovative approach to expanding our sales territory and increasing revenue through direct sales of both current and retired Mega Brands sets. We will be actively seeking customer feedback and conducting market research to continuously improve our product offerings and elevate our standards of customer service. By capitalizing on our strong brand, unwavering commitment to quality, and our forward-thinking distribution strategy, we are well-positioned to enhance our market position and deliver unparalleled value to our customers.

PART V: Marketing Strategy

4 P'S (product, price, place, and promotion)

Product

Mega Brands, under the Mega Brands Inc., has developed a diverse product line comprising current and retired in-store sets, catering to a broad consumer base. This initiative ensures that even discontinued sets remain accessible to consumers, addressing the demand for nostalgia and completeness in collections. The products span various themes and complexity levels, aiming to appeal to both young children and adult collectors. The quality and safety of these products are paramount, aligning with Mega Brands' commitment to delivering exceptional value to its customers.

Price

The pricing strategy for this direct-to-consumer model is centered around offering reasonable and competitive prices. By eliminating intermediaries and selling exclusively through the official online store, Mega Brands can reduce costs and pass these savings onto the consumer. The pricing will also take into account the rarity due to no longer selling the sets in-store and demand for retired sets, ensuring fairness while potentially commanding a premium for the exclusive online store items.

Place

Distribution for Legacy Sets service will be exclusively conducted through Mega Brands' official online store, streamlining the supply chain and ensuring a consistent and controlled shopping experience. However, this business-to-consumer model facilitates direct interaction with customers, allowing for better service, quicker response times, and a personalized shopping experience for all of Mega Brands’ products.

Promotion

Promotional activities will leverage digital marketing channels, social media, and email marketing to engage with the target audience, create awareness, and drive traffic to the online store. Special promotions, limited-time offers, and exclusive releases can also be employed to stimulate interest and sales, particularly for the retired sets. Engaging with the community through forums, social media groups, and other platforms will also play a crucial role in building a loyal customer base and generating word-of-mouth referrals.

PART VI: Sales Force Strategy

With Mega Brands entering the direct-to-consumer market by offering current and retired sets through its Official Online Store, it's crucial to have a well-planned recruitment strategy in place. This service highlights the importance of having a sales team that not only comprehends the complex dynamics involved in online sales but also reflects Mega Brands' dedication to innovation and customer satisfaction.

The sales force would be organized to support online sales operations, including customer service, order processing, and digital marketing teams. The size of the sales force should align with the expected demand for the service, ensuring enough personnel to manage sales operations effectively and customer interactions (Albrecht et al.).

Recruitment Process

Job Analysis and Description:

Each role within the sales team will be clearly defined, summarizing responsibilities that align with the all-encompassing goal of delivering a seamless online purchasing experience. Sales representatives will act as ambassadors of the Legacy Sets, and they should have a deep understanding of the product history, value, and the collector's community to communicate effectively (Gargaro).

Sourcing Candidates:

The sourcing strategy will leverage the Sales Management Plan's focus on innovation by employing digital channels and social media platforms to reach a diverse pool of candidates (Gargaro). This approach is designed to attract individuals who are not only sales-oriented but also tech-savvy and customer-centric.

Screening and Selection:

The selection process for candidates will be thorough and will involve competency assessments that reflect Mega Brands' dedication to quality and service. Behavioral interviews will also be conducted to ensure that candidates align with the company's values and have the necessary skills to manage online consumer relationships effectively (Gargaro).

Onboarding and Training:

Upon selection, new hires will be immersed in an onboarding program that introduces them to Mega Brands' culture and the intricacies of the Legacy Sets. Training modules will be developed in collaboration with the product and marketing teams to equip the sales force with in-depth product knowledge and effective online engagement strategies (Gargaro).

Performance Management:

Sales force effectiveness will be monitored through a set of performance metrics. These metrics will not only measure sales outcomes but also customer satisfaction and retention, which are crucial for the success of the direct-to-consumer service (Albrecht et al.).

Continuous Development:

The sales team will be encouraged to participate in continuous learning and development opportunities, aligned with the sustainable values that are outlined in the company's description. This will ensure that the sales force stays updated with the evolving online retail landscape and can effectively represent the timeless appeal of the brand's product portfolio (Albrecht et al.).

Sales Force Selection Criteria

Digital Commerce Experience:

Our sales force selection will prioritize individuals with a strong background in e-commerce sales, demonstrated by a track record of success in online retail environments. An ability to leverage social media to engage with consumers will be crucial.

Customer Relationship Management (CRM):

Our sales force selection will require candidates to exhibit proficiency in CRM systems and possess an understanding of the digital buyer's journey to engage with consumers throughout the sales process effectively (Albrecht et al.). A customer-centric approach is what our sales model has always embodied; therefore, a sales force that can adequately communicate that and place customer satisfaction at the forefront is vital (*Mega: Careers*).

Toys and Collectibles Passion:

Our sales force selection should be geared toward individuals who also have a passion for toys and collectibles; this will align with Mega Brands' product portfolio and culture. A deep appreciation for the brand and its product lines will ensure they can authentically communicate the value of the brand's offerings (*Mega: Careers*).

Other Valuable Skillsets:

Our sales force selection should also look for candidates who can quickly adapt to changes as online retail is fast-paced, and demands change periodically. Therefore, a quick ability to learn and develop is essential as well. Analytical skills will also help in customizing offers to individual consumer preferences, as those well-versed in analytical skills can interpret sales data and make real-time decisions. These will help give Mega Brands' sales force a competitive advantage.

Track Record of Success:

Our sales force selection will require candidates to possess a proven track record in sales. Although not necessarily required, online or direct-to-consumer sales experience would be preferable. As mentioned above, experience in building and retaining customer relationships is imperative.

PART VII: Incentive and Compensation Plan

To launch Mega Brands' new direct-to-consumer service for purchasing current and retired sets effectively, we've tailored a compensation plan to encourage sales growth and customer engagement. This includes a competitive base salary, a commission structure for higher sales volumes, and performance bonuses aligned with promoting our Legacy Sets service. Sales representatives are incentivized to not only boost sales but also to build customer loyalty. Additionally, performance-based incentives and recognition programs like 'Salesperson of the Month' foster a motivated and loyal sales team. Long-term incentive plans, including retirement benefits and stock options, are also part of our strategy. Annual performance reviews will guide salary adjustments and career advancements, aligning our team's efforts with the service's success and their professional development

Base Salary and Commission Structure:

Sales representatives will be offered a competitive base salary, ensuring financial stability and motivation. In addition to the base salary, a commission structure will be implemented, directly linking sales performance to financial rewards. This structure will incentivize sales representatives to strive for higher sales volumes, directly impacting the bottom line of Mega Brands' new service (Albrecht et al.).

Performance Bonuses:

Sales representatives achieving exceptional results, such as surpassing sales targets, will be eligible for performance bonuses. These targets will be aligned with the company’s strategic objectives, including the successful launch and promotion of the Legacy Sets service (Albrecht et al.).

Performance-based Incentives:

High-performing sales representatives will be eligible for performance-based incentives. This could include monetary rewards, exclusive access exclusive access to upcoming products and company events or price discounts to Legacy Sets, fostering a sense of belonging and loyalty to Mega Brands.

Recognition Programs:

Regular recognition programs will be established to acknowledge the achievements of sales staff, such as 'Salesperson of the Month' or 'Top Performer Awards,' will recognize outstanding achievements and provide non-monetary recognition, further motivating the team and aligning their efforts with organizational goals (Sujan, 2022).

Long-term Incentive Plans:

For long-term retention and motivation, sales representatives will be offered long-term incentive plans such as retirement benefits or company stock-based packages (Fuchs, 2022).

Annual Performance Review and Salary Adjustments:

Annual performance reviews will be conducted to assess the performance of each sales representative. Salary adjustments, promotions, or additional responsibilities will be considered based on these reviews (Sujan, 2022).

Impact of Environmental Conditions

Mega Brands' incentive plan dynamically aligns with market trends, competition, consumer behavior, technology, economic conditions, and sustainability in the toy industry. It adapts to shifts in demand, particularly for nostalgic and retired sets, and rewards digital engagement and competition outperformance. The plan is tailored to online consumer preferences and economic fluctuations, incentivizing digital proficiency and customer experience enhancement. It also incorporates sustainability and corporate responsibility, aligning sales strategies with ethical consumer preferences. This comprehensive approach equips our sales force to effectively navigate the diverse and evolving challenges of the market

Market Demand and Trends:

Our incentive plan is dynamic, responding to the fluctuating demand for nostalgic and retired sets driven by consumer interests and industry trends. For example, a surge in popularity of certain themes or collections can trigger increased demand for specific retired sets (Bento, 2023). The plan also accounts for seasonal variations and holiday periods, traditionally high times for toy purchases. We adjust our incentives to leverage these peak periods, ensuring our sales strategies are aligned with current market demands and trends.

Competition:

In the intensely competitive toy industry, where brands like LEGO and Hasbro present formidable challenges, Mega Brands understands the importance of maintaining an edge in pricing, product diversity, and customer service (Chen, 2023; Johnson, 2023). To navigate this landscape successfully, our incentive plan includes bonuses for sales team members who excel in outperforming competitors in key market segments and for those who skillfully execute strategies to counter competitive actions. This approach not only motivates our team but also ensures we remain responsive and proactive in a dynamic market.

Consumer Preferences and Buying Behavior:

Reflecting the significant shift towards online shopping, our incentive plan adapts to the new era of consumer purchasing habits. With shoppers expecting a seamless digital experience, easy access to product information, and quick delivery options, it's crucial to align with these expectations (Eva, 2023). To ensure the successful launch of the Official Online Store, the plan includes incentives for sales representatives who adeptly use digital tools to elevate the customer experience and for those who actively gather and implement customer feedback to improve the online store.

Technological Advancements:

As the technology landscape continually evolves, reshaping how toys are marketed and sold, our incentive plan recognizes the importance of digital proficiency. It rewards sales team members who effectively utilize new technologies and digital marketing strategies to enhance customer engagement and boost sales. This approach ensures our team stays at the forefront of technological advancements in the industry

Economic Conditions:

Acknowledging that consumer spending habits are influenced by economic factors like inflation, purchasing power, and overall economic stability, our incentive plan is adaptable to these varying conditions. It features customized incentives tailored to the economic climate, such as offering more attractive rewards during economic downturns to stimulate sales, and setting realistic bonus targets that reflect the prevailing economic challenges.

Sustainability and Corporate Responsibility:

In response to the increasing consumer focus on sustainability and ethical practices, Mega Brands has integrated these values into our sales strategies and incentives. This commitment to sustainability not only aligns with consumer preferences but also influences their purchasing decisions (Corporate Social Responsibility). Our incentive plan rewards sales approaches that effectively promote and underscore the company's sustainable practices, ensuring alignment with our customers' values and preferences.

Organizational Variables

Organizational variables, including the company's culture, mission, and strategic objectives, should shape the incentive plan. Mega Brands' emphasis on creativity, learning, and joy for children of all ages should be reflected in the sales approach. Sales representatives need to be motivated not just by financial rewards but also by the fulfillment of contributing to the company's mission (*About Us*).

Company Culture and Values:

The sales incentive plan mirrors Mega Brands' commitment to creativity, learning, and joy in children's development. It rewards sales strategies that align with these core values, specifically those that promote products fostering educational development and imaginative play. This approach ensures that our sales efforts resonate with and actively support our company's cultural ethos.

Strategic Objectives and Goals:

The incentive plan is designed to strengthen Mega Brands' strategic objectives, focusing on increasing brand loyalty, attracting new customers, and capitalizing on the nostalgia associated with retired sets. It encompasses specific sales incentives, such as targets for customer retention, expanding our reach into new market segments, and actively promoting the Legacy Sets service

Internal Policies and Practices:

The sales incentive plan is aligned with Mega Brands' internal policies, reinforcing ethical selling practices, high customer service standards, and compliance with regulatory requirements. We will reward adherence to these policies to ensure that all sales activities consistently reflect the operational standards of Mega Brands.

Employee Development and Growth:

The incentive structure actively encourages continuous learning and development. It includes rewards for participation in training programs, skill development, and the contribution of innovative ideas that boost sales and customer engagement. These incentives are designed to foster an environment where personal growth and professional advancement are essential to our team's success.

PART VIII: Demand Estimate

Mega Brands has a rich history of over 30 years in the toy industry and a loyal customer base that includes children, parents, collectors, and hobbyists. The Legacy Sets service is designed to meet the growing demand for nostalgic and retired sets among consumers. With Mega Brands' established market presence and focus on innovation and value, it is anticipated to draw in both new customers and long-time enthusiasts.

Mega Brands' main competitors, such as LEGO, also cater to a nostalgia-driven market, but they lack a direct-to-consumer model for retired sets. This presents a unique opportunity for Mega Brands to capture a specific market segment. The brand's diverse catalog appeals to a broad demographic, from preschool builders to adult collectors, and its annual revenue of approximately $1.1 billion in 2022 indicates a solid market presence (Zippia). Furthermore, it achieved peak sale revenue of around $678 million in the same year, reflecting substantial sales reserves and market demand (Yahoo!, 2023).

The global construction toys market, where Mega Brands is a key player, is projected to reach $21.27 billion by 2030, growing at a CAGR of 6.6% (Grand View Research). The demand for construction toys is driven by increasing recognition of their benefits in children's cognitive development, which is driving demand from educational systems and parents alike. The recent shift towards online sales due to the COVID-19 pandemic has also spurred growth in this sector. Parents' growing concern about their children's overall development, coupled with the rise of social media marketing, is expanding the market for innovative construction toys (KBV Research, 2022).

Mega Brands is making a bold move by exclusively selling our entire range, including the latest and retired sets, online. We're not just joining the e-commerce trend; we're also addressing the growing appetite for innovative toys. This forward-thinking strategy not only positions us to flourish alongside the market's growth but also smartly tackles the challenges of counterfeit products and the complexities of a diverse market. Additionally, focusing on business-to-consumer distribution through its online store aligns with the shift towards digital channels, increasingly preferred by consumers in the post-pandemic era.

PART IX: Sales Quota

When setting the sales quota for Mega Brands' new direct-to-consumer services for current and retired sets, the following various factors have been considered:

Historical Data and Market Share: Mega Brands' reported revenue and market presence have been analyzed to set a realistic sales quota. The proportion of revenue attributed to similar products in the past has been considered, along with projecting growth based on market trends and the unique appeal of the retired sets service.

Competitive Analysis: A thorough competitive analysis has been conducted to ensure that quotas reflect Mega Brands' market position and the unique value proposition of its product lines. As a notable competitor to brands like Lego, Mega Brands must set quotas that are well-aligned with its market position. The uniqueness of the new service, which provides both current and retired sets the potential to attract a substantial portion of the nostalgia-driven market segment.

Growth Potential: The increasing consumer preference for online shopping, especially in the toy industry, and Mega Brands' expansive reach through its online store, have been taken into consideration. The new service's direct-to-consumer model is well-suited to current shopping trends, providing a significant growth opportunity. With 60% of toys in the U.S. purchased online, the direct-to-consumer model is a strategic decision to focus on (Eva, 2023).

Considering these factors, a conservative range of $10 million to $50 million in revenue is targeted for the first year, allowing for a realistic assessment of market demand and distribution strategy effectiveness. The quota will be periodically reviewed and adjusted based on real-time market data and customer feedback, with special attention paid to peak buying seasons. To reach these targets, the sales team's strategy, which includes digital marketing and customer relationship management, will play a vital role.

Based on Mega Brands' historical data and market share, a realistic sales quota can be set by analyzing the proportion of revenue attributed to similar products in the past and projecting growth based on market trends and the unique appeal of the retired sets service. Given the increasing shift towards online sales in the construction toys market, a realistic yet aspirational sales quota would be aiming for a year-over-year growth of 8-10% for the direct-to-consumer segment. This sales quota takes into account Mega Brands' past market performance as well as its ability to take advantage of the increasing trend towards online shopping.

PART X: Environmental Influences

Mega Brands Inc. will integrate key environmental strategies through the Legacy Sets Service and the Official Online Store. The following initiatives reflect the company's commitment to sustainability, combining eco-friendly practices with innovative consumer engagement, and will set a new standard going forward for Mega Brands product lines.

Sustainable Packaging and Materials: The Legacy Sets Service will utilize Mega Brands’ environmentally responsible packaging solutions. Retired sets offered through this service will be packaged in recyclable materials and FSC-certified paper. This approach aligns with the company’s commitment to reducing environmental impact and caters to the preferences of environmentally conscious consumers (Corporate Social Responsibility).

Circular Economy and Waste Reduction: The Legacy Sets Service will be integrated with the Mattel PlayBack program, enabling consumers to return old sets for recycling. This initiative will support a circular economy by reclaiming and reusing materials, emphasizing waste reduction and promoting sustainable consumption practices (Corporate Social Responsibility).

Carbon Neutrality and Green Product Lines: The Official Online Store will feature Mega Brands' CarbonNeutral certified Green Town products prominently. It will provide comprehensive information about the eco-friendly nature of these products, including their composition from responsibly sourced materials. This strategy will position the store as a central platform for promoting and selling sustainable product lines (Corporate Social Responsibility).

Promoting Sustainable Play: Both the Legacy Sets Service and the Official Online Store will emphasize the educational aspect of Mega Brands' products. They will offer online content and interactive experiences focused on teaching sustainable practices and the importance of environmental stewardship. This strategy will engage young audiences and foster a deeper understanding of sustainability (Corporate Social Responsibility).

PART XI: Organization of the Sales Force

Mega Brands will adopt a centralized team structure to streamline decision-making and maintain a focused vision, leveraging the benefits of a singular strategy, shared goals, and consistent approach across its digital sales operations (Beatty, 2018). This approach aligns with best practices for managing digital sales teams, ensuring brand consistency, and effectively implementing sales enablement strategies (Schenk, 2021).

Centralized Digital Sales Team

The Centralized Digital Sales Team, based in Montreal, embodies the core of Mega Brands' sales strategy post-Mattel acquisition (Business Wire, 2014). This team is essential in managing the online store, driving digital campaigns, and optimizing the customer journey. Comprising digital marketing specialists, e-commerce managers, and customer relationship experts, the team works cohesively to ensure a seamless online shopping experience for both current and retired sets.

- **Team Leader:** Oversees entire digital sales operations.
    - **Digital Marketing Specialists:** Report to Team Leader; manage online campaigns and content.
    - **E-commerce Managers:** Report to Team Leader; responsible for website operation and sales analytics.
    - **Customer Relationship Experts:** Report to Team Leader; handle customer interactions and feedback management.

Product/Service Line Focus

Specializing in specific product types, this focus ensures the sales team has deep knowledge about each product, including both current and retired sets. This specialization is crucial for providing detailed customer advisement and enhancing the buying experience (Brudner, 2021).

- **Product Line Manager:** Oversees the entire product line strategy.
  - **Current Sets Specialists:** Experts in current product offerings.
  - **Retired Sets Specialists:** Knowledgeable about retired sets, assisting in niche customer queries.

Dedicated Customer Service Wing

Mega Brands' will establish a Dedicated Customer Service Wing to enhance the overall sales structure, recognizing that excellent customer service not only supports post-sale interactions but also significantly boosts sales. The dedicated wing ensures that customer inquiries and post-sale support are handled efficiently, contributing to sustained business growth and customer satisfaction (Rana, 2023). Staff will be regularly trained in product knowledge and customer service protocols, ensuring high-quality customer interactions.

- **Customer Service Manager:** Leads the customer service team.
  - **Customer Service Representatives:** Report to Customer Service Manager; handle inquiries and after-sales support.

Performance Metrics and Targets

The performance of the sales team is evaluated against specific metrics aligned with Mattel's broader objectives. The metrics that will be crucial for assessing the effectiveness of the direct-to-consumer strategy is seen below:

- **Sales Volume:** Total units sold via the online platform.
- **Customer Satisfaction Scores:** Feedback and satisfaction levels from customers.
- **Online Engagement Rates:** Metrics on website traffic and social media interaction.

Integration of New Services

Adapting to the direct-to-consumer sale of current and retired sets, the sales strategy places a special focus on digital marketing and consumer engagement to promote these new offerings effectively.

- **New Service Development Team**: Tasked with identifying and integrating new service offerings.
  - **Digital Marketing Unit**: Responsible for promoting new services online.
  - **Product Specialist Team**: Focuses on product knowledge and customer advisement for new offerings.

PART XII: Evaluation

For the introduction of our two new services, we plan to implement a strategic evaluation approach that focuses on enhancing performance and understanding customer engagement within the construction toy industry. Our goal is to anticipate market trends and customer preferences and maintain a competitive edge in the evolving online environment by thoroughly analyzing our team's performance and online infrastructure. This focus will ensure our continued success and innovation in the dynamic world of construction toys.

Sales Target Achievement

We will establish clear and realistic individual and team sales quotas aligned with our strategic objectives for this service. Our evaluation will focus not just on revenue but also on metrics such as the number of unique customers served and repeat purchases. These metrics will offer a multidimensional view of consumer interest and engagement with our product offerings (Iovanni, 2018).

Conversion Rates and Pipeline Management

Our approach will include assessing conversion rates from visit to purchase on our official online store. This metric will help us understand the effectiveness of our online platform in attracting and converting visitors into buyers. We will also evaluate our sales funnel's efficiency, identifying stages where potential customers might disengage (Iovanni, 2018).

Customer Satisfaction and Relationship Management

To gauge customer satisfaction, we will utilize surveys, feedback forms, and reviews. This will provide insights into areas needing improvement, particularly focusing on the ease of use of the online platform and the availability of product options. Additionally, customer retention and repeat purchase rates will be monitored as key indicators of the service's success (Iovanni, 2018).

Marketing and Sales Integration

We will evaluate the integration between marketing, which drives traffic to the online store, and sales, which converts visits into purchases. The effectiveness of marketing campaigns in bringing potential buyers to the store will be a critical part of this assessment (Moody, 2022).

Digital Infrastructure Analysis

A thorough review of the online store's technical infrastructure, including website load times, ease of navigation, and transaction security, will be conducted. These elements are essential for providing an optimal customer experience and thus critical to the success of our online sales (Moody, 2022).

Sales Performance Evaluation Challenges

Our evaluation strategy will be mindful of the unique challenges associated with assessing an online direct-to-consumer sales model, taking into account factors such as digital marketing effectiveness and online customer service quality (Moody, 2022).

Evaluation Frequency and Data Collection

Given the dynamic nature of online sales, we plan to conduct frequent evaluations, potentially on a monthly basis, to respond rapidly to market changes and customer feedback. We will utilize sales performance management software to efficiently collect and analyze relevant data (Moody, 2022).

PART XIII: Control

The strategic control of Mega Brands sales program is centered around three pivotal areas, each playing a crucial role in ensuring the success and sustainability of our business operations in the competitive toy industry. These areas are:

Digital Marketing and E-commerce Optimization

Since the distribution is limited to the online store, optimizing the e-commerce platform for user experience and employing targeted digital marketing strategies will be vital. This includes SEO, email marketing, social media engagement, and possibly influencer collaborations to drive traffic and conversions.

Inventory and Supply Chain Management

Effective control of inventory levels and supply chain operations is critical, especially for retired sets. Mega Brands must ensure a balance between demand forecasting and inventory management to avoid stockouts or excessive inventory holding costs (Nalini, 2023).

Performance Review and Adjustments

Regular performance reviews should be conducted to assess the effectiveness of the sales strategy. This would involve analyzing sales data, customer feedback, and market trends to make necessary adjustments to the sales plan.

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