Organization and Project Plan Template

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**Project Proposal**

According to Verizon Wireless, “Every day, we connect millions of people, companies and communities with our powerful technology” ("Verizon", 2017). The following project plan will show an organization and an opportunity that exists. The plan will discuss the organization and purpose along with the project description and how it will be implemented. It will also share potential outcomes from the proposal and an implementation.

**Organization and Purpose**

Verizon Wireless is the market leader and “continues to garner the greatest amount of revenue in the U.S. wireless market - about $68 billion for the first nine months of 2015 – owing to its larger postpaid subscriber base and its comparatively expensive wireless plans” ("The U.S. Wireless Industry: 2015 In Review", 2015). Verizon’s network covers more than 98% of the total US population and has retail stores located in every state of the union. Verizon employees more than 160,000 people throughout the United States ("Statista", 2017). Employees of Verizon are some of the best paid in the wireless industry, but they look for ways to always increase sales while increasing income potential or recognition for those 160,000 employees.

**Interest in the Organization**

Store General Managers are often asked to come up with ways to entice their sales force to get them to perform better. As a General Manager, there has been multiple sales contests that have been used but over time they become monotonous and many sales representatives lose their interest. The best scenario is to apply an incentive that takes control of everyone’s interest for an entire year, while increasing revenue for the company.

**Project Description**

Club 21 would be an incentive that encourages sales representatives to achieve their sales quota by the 21st of each month. Just in the Northeast Market of Verizon there are 1659 stores and that can be broke down to the local region of Philadelphia containing 51 stores and the local district has 10 stores. Each store contains anywhere from 7 to 20 sales representatives and the long-term goal would be to have everyone hit Club 21. Of course, nothing is as easy as it sounds as the sales rep would have 5 objectives, or what is known as metrics, that they would have to hit to make the elicit Club 21. The first time during a given year that the rep achieves this goal they would get an exclusive Verizon Wireless Club 21 jacket along with a dinner for themselves with their store general manager and district manager. Each additional month, during that year, that they achieve the Club 21 mark they will be awarded with a patch and a $25 Recognizing You Award. When a new year rolls around then the rep can obtain another jacket designated for that years Club 21 program. To help promote the new program all General Managers will get a free jacket to share and get the team excited. This program would be implemented into one district as a pilot for 60 to 90 days. If successful then a roll out would be scheduled for the Philadelphia market.

**Organization Data Availability**

Verizon Wireless supply’s their management team with plenty of data to monitor sales and help promote the products they distribute. On a daily, weekly or monthly basis the PEAK program can be accessed and an excel sheet can be updated. Marketing can be applied through email and store monthly sales meetings. The data compiled would show an increase in overall numbers due to reps pushing to hit the Club 21 Elite status before the 21st of the month. Once achieved then both the company and sales reps, who make a commission, will see a major increase in overall numbers.

**Conclusion**

Incentives come and go in any industry that has sales people who work on any form of commission. The issue is to formulate a program that holds everyone’s interest for more than just a month or two. Club 21 could do just that, hold everyone’s excitement and promote a healthy competition amongst all the stores and sales associates involved.

**References**

Statista. (2017). Retrieved from <https://www.statista.com/statistics/257304/number-of-employees-at-verizon/>

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