



# **TCU Sales Program Mejeticks**



# MEET OUR TEAM



Lauren  
Stovesand

Marketing and  
Management



Ridley Fann

Finance



DJ Penske

Management



Jordan Bruck

Marketing and  
Entrepreneurship

**40+ hours**

collectively researching, interviewing,  
and developing solutions



# AGENDA

- 01** PROJECT OVERVIEW
- 02** STUDENT ATTRACTION
- 03** STUDENT HESITATIONS
- 04** SOLUTIONS
- 05** GROWTH TIMELINE
- 06** VALUE
- 07** KEY TAKEAWAYS

# PROJECT OVERVIEW



## Purpose

**Why student's would or would not want to work for Mejeticks**



## Process

- **Interviewed:**
  - **Rob Devita:** CEO
  - **Brian Parsons:** Head of Sales
  - **Claire Hillier:** Senior Business Development Manager
- **Researched TCU Sales talent**



## Value to YOU

**Strategies to attract premier talent for accelerated Mejeticks growth**

# WHY STUDENTS WOULD WANT TO WORK AT MEJETICKS

## Culture

- Have fun, celebrate sales wins
- Work-life balance

## Team

- Willing to guide
- Work closely with executive positions

## Industry Experience

- 49% of students interested in IT industry
- 165+ providers in various tech industries

# WHY STUDENTS WOULDN'T WANT TO WORK AT MEJETICKS

01

**Marginal  
brand  
awareness**

02

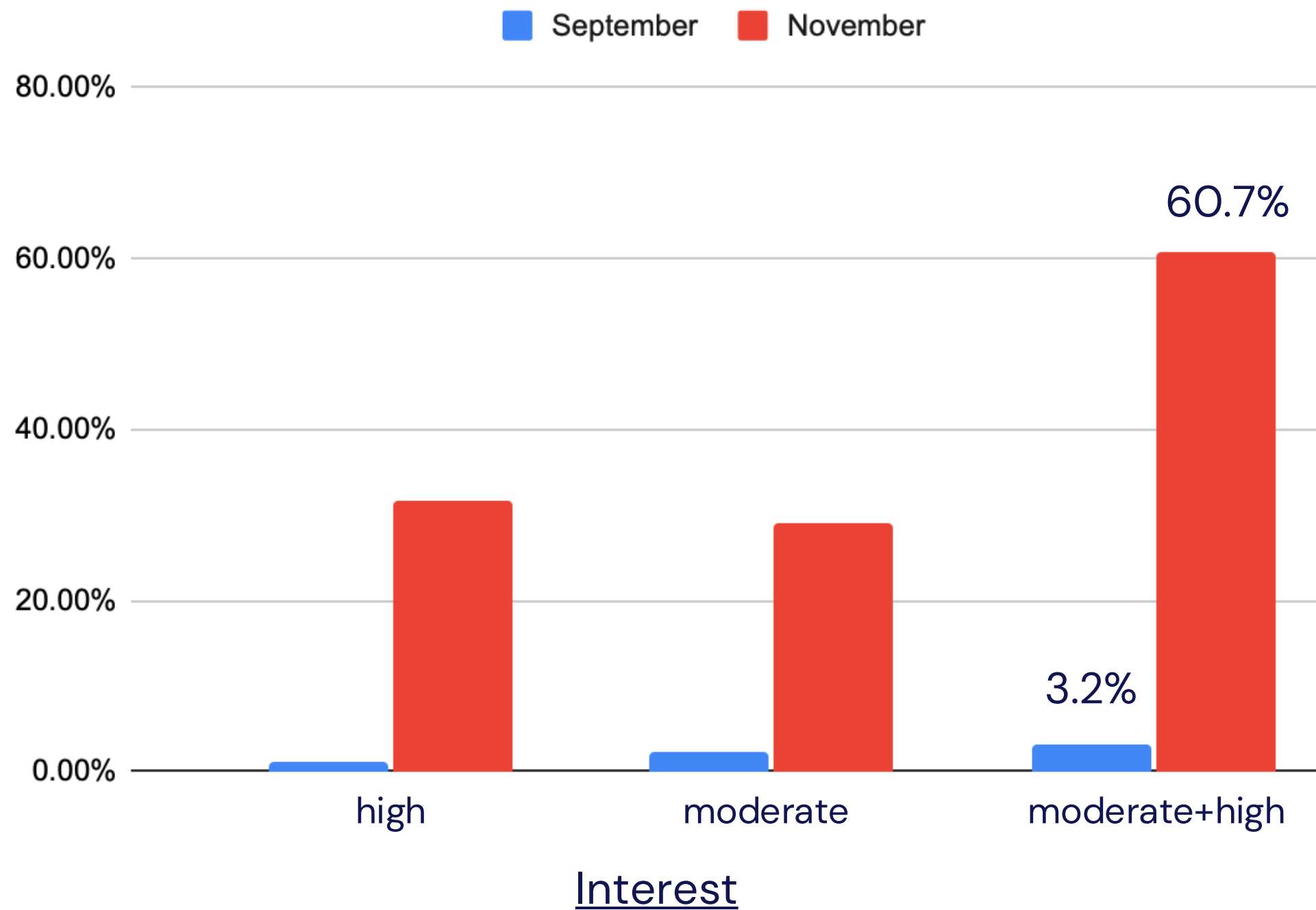
**Lower  
commission than  
expected**

03

**Limited  
opportunities for  
career  
progression**

# BRAND AWARENESS

Brand Awareness



**57.5%**  
improvement  
from  
September to  
November



# COMPENSATION



## What Student's Want

Base: \$63,714  
Additional: \$25,892  
Total: \$89,606

## What Mejeticks Offers

Base: \$50,000-60,000  
Additional: 20% bonus  
• \$ 10,000-12,000  
Total: \$60,000-72,000

## What Competitors Offer

Base: \$60,789.52  
Additional: \$24,592.38  
Total: \$85,381.90



# CAREER PROGRESSION



## What Student's Want




- 92% say career progression has high importance when choosing a company to work for

## What Mejeticks Offers

- BDR to Sales Director
- Lacks structure to sales organization
  - Risk for students

## What Competitors Offer

- Clear map of career progression throughout career
- Different sales paths

	Talent Attraction	Employee Retention	Company Growth
Compensation Structure			
Career Progression			
Brand Awareness			

# CURRENT COMPANY METRICS



# SOLUTIONS

**Map out Clear  
Career  
Progression Plan  
for New Hires**



**Reconfigure the  
Current  
Compensation  
Structure**



# RESTRUCTURE YOUR SALES ORGANIZATION



Contact outside consultants:  
Sales Center

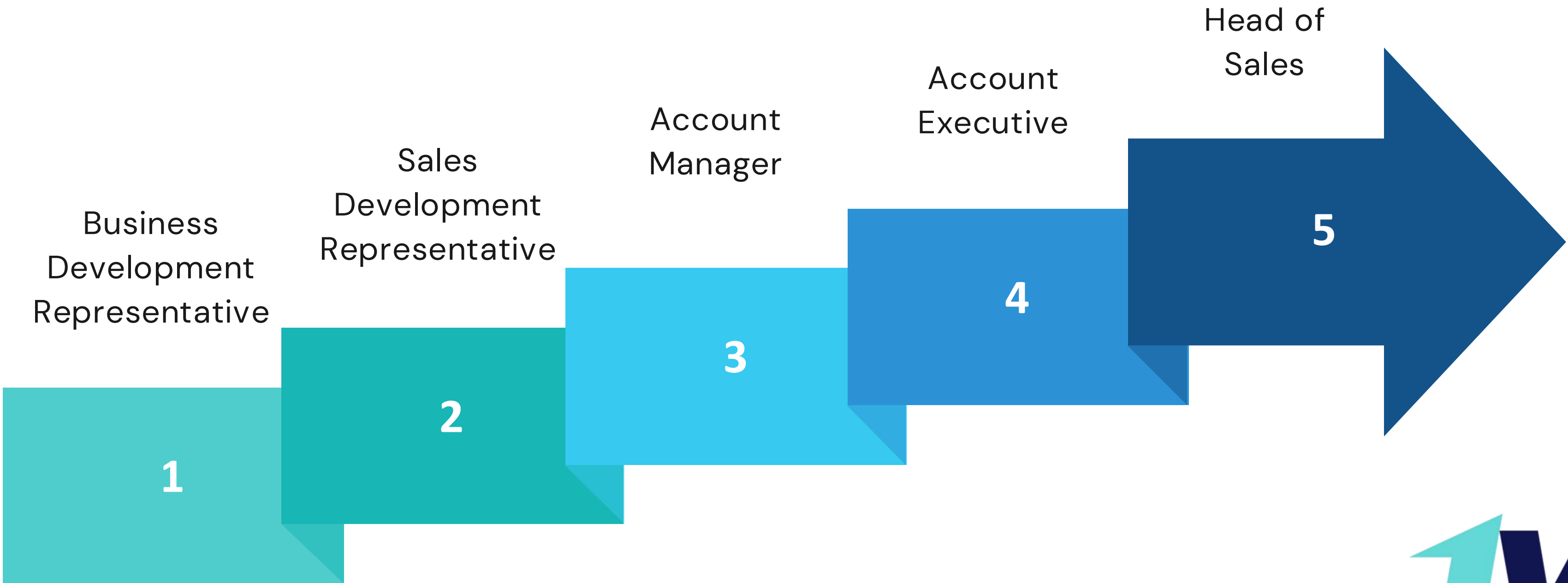


Implement more roles with  
existing team so add levels of  
employment



Utilize competitor strategies

# CAREER PROGRESSION ROLES



# PERFORMANCE-BASED COMPENSATION



Provide compensation  
based on success

**\$85,381.90**

Avg starting 1st year compensation

Align with recent  
graduates average  
annual yield

**Restructure 20%  
System**

Adapt compensation  
plan to cater to  
students wants

# GROWTH TIMELINE

01

SEPTEMBER 2023

Limited awareness  
and lack of  
company  
understanding

02

MAY 2024







Attract top talent for  
2-3 BDR roles

03

MAY 2026

Fully develop  
team of 25+  
members



	Talent Attraction	Employee Retention	Company Growth
Compensation Structure			
Career Progression			
Brand Awareness			

**FUTURE VALUE TO MEJETICKS**





# KEY TAKEAWAYS

1

**CREATE  
STRUCTURE**

2

**EMPLOYEE  
PROGRESSION  
MAP**

3

**PERFORMANCE-  
BASED  
COMPENSATION**

**Will you dedicate your time to creating a structure that will increase student's attractiveness towards Mejeticks?**