

Departmental Org Chart Example

The Sales Department of MWTCO. has four clear and concise strategic goals:

- Expand the organization’s footprint into the SE region United States by identifying a minimum 25 new clients by the end of 2013.
- Create a customer loyalty program to promote existing customer loyalty and improve brand representation by Q2 2013.
- Identify opportunities to expand service offering to capitalize on clean energy and green construction projects in existing market place.
- Increase all markets sales revenue by 25% by Q3 2013.

Based on the information below focusing on departmental leadership and the organizational chart provided, what will the Sales Department under the leadership of the Director of Sales need to do to accomplish these goals? Remember the goal is not to add any staff or remove any from the department.

Corey Cayden	More than 15-years experience overseeing the direction of sales teams. Success with the company in penetrating new markets and identifying innovative ways to target new clients within existing markets. Excellent leader and team motivator. Effective in developing programs and identifying solutions to potential risks or challenges. Serves on county “clean energy” committee and is currently working on his Ph.D. in Environmental Science focusing on various alternative energy sources.
Jessica Frazier	Excellent at establishing and maintaining relationships. Has lived in 38 states and is well versed in various regional needs, opportunities and challenges. Excellent team motivator and has an “eye” for up and coming opportunities. No existing knowledge of clean energy initiatives.
Juan DelRio	Joined MWTCO 1-year ago and has really turned the Customer Service Department around by implementing metrics to measure success as well as areas of improvement. Ensures all CSRs are knowledgeable and well versed on all areas of the company. Effectively works closely with other departmental managers to ensure accurate information is being provided when a customer calls in. Effective at up and down communication—will feed new ideas that come from his team up to Director with many of the ideas being incorporated. Minimal knowledge of the trucking industry in general, but has more than 10-years experience managing call centers and supervising CSRs. Strongly understands customer service principles and is effective in ensuring a positive and pleasant customer experience with every call.
Blake Evans-Miller	Excellent at investigating new industry trends in an effort to potential make recommendation for new business lines. Incredibly innovative and thinks “out of the box” innately. High risk taker with exceptional interpersonal abilities. Extensive trucking industry experience, but minimal exposure to clean energy markets.

