

Martin Products – Quarterly Business Review

Q1 Results and Q2 Focus

April 2024 | Christina Grant



Agenda

- Top 3 Wins from Last Quarter
- Q1 Opportunities
- Employee Insights and Themes
- Q2 Goals & Tactics
- Q&A Session



Top Wins from Last Quarter

Employee Turnover Decrease:

- Q4: 11%, Q1: 6%
- This drop is attributed to better employee retention efforts and improved hiring processes, focusing on full-time rather than temporary roles.

Customer Experience Improvement:

- NPS Score: Q4: 80/100, Q1: 82/100
- Improved due to more direct customer engagement and feedback systems. The team implemented new touchpoints to ask for feedback before customers leave.

Employee Satisfaction Increased:

- Q4: 72/100, Q1: 75/100
- Thanks to initiatives focused on employee well-being, like 1:1 manager check-ins and an enhanced office environment. Employees have responded positively to sustainability efforts.



Q1 Opportunities

X Missed Sales Target:

- Q1 Plan: 24k, Actual: 22k (-8%)
- While trending down by 20% earlier in the quarter, momentum picked up in March when the team returned to the office, narrowing the gap to 8%.

X Employee Satisfaction Shortfall:

- Q1 Plan: 80/100, Actual: 75/100
- While we saw improvement from Q4, we still fell short of the Q1 goal. Employee feedback highlighted areas for improvement, including more frequent management communication.



Soft-Skill Themes in Employees

- **Enthusiasm for Sustainability:**

Employees are rallying behind our new sustainability initiatives, finding a sense of purpose in our eco-friendly projects. This has helped foster a stronger sense of community.

- **Improved Momentum in March:**

After returning to the office, the team regained momentum, improving sales performance and overall morale by the end of Q1.

- **Impact of the Breakage Repair Program:**

Breakage decreased from 13% in Q4 to 8% in Q1 due to the repair program introduced. Monthly repairs in Q1 were: Jan – 17, Feb – 35, March – 24.



Q2 Goals & Tactics

Sales Target: 26k (20% increase)

- **Tactic:** Weekly VP accountability calls cascading to the front-line sales team to ensure we stay on plan.

Drive Up Customer Experience and Employee Satisfaction

- **Tactic:** Ensure supervisors conduct weekly 1:1s with employees, and ask every customer how we can improve their experience before they leave.

Sustainability Focus

- **Tactic:** Organize green challenges, promote eco-friendly commuting, and hold workshops on sustainable practices. (See calendar in the appendix for details.)

Reduce Breakage to 5%

- **Tactic:** Marketing campaign for the repair program launches on April 15. Ensure sales teams communicate the program during every transaction.



Thank You!

Questions?



Appendix

Supporting Data & Details



Q2 Calendar

Theme: Sustainability

- April 15-21: Green Commuting Week
- May 5-10: Zero Waste Challenge
- June 2: Virtual Workshop on Sustainable Living



2025	April			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
31	01	02	03	04
07	08	09	10	11
14	15 Green	16 Commuting	17 Week	18
21	22	23	24	25
28	29	30	31	

2025	May			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
26	27	28	01	02
05	06 Zero	07 Waste	08 Challenge	09
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

2025	June			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
02 Virtual Workshop: Sustainable Living	03	04	05	06
09	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	01	02	03	04



Results

Metric	Q4	Q1	Q1 Plan	Q2 Plan
Sales	34k	22k	24k	26k
Customer Experience NPS	80/100	82/100	82/100	83/100
Cost of Goods Sold	17k	11k	12k	13k
Mark Up	50%	50%	50%	50%
Margin \$\$	17k	11k	12k	13k
Avg Inventory	80k	55k	50k	55k
Inventory Turnover	.21	.2	.24	.23
Starting Employee Count	4,804	4,267	-	3,900
Ending Employee Count	4,267	3,990	-	3,800
Employee Turnover %	11%	6%	2%	2%
Employee Satisfaction Score	72/100	75/100	80/100	80/100
Breakage	13%	8%	5%	5%

