

NOBULL

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A woman with dark skin and hair tied back is captured in a dynamic running pose. She is wearing a light grey tank top and black shorts. The word "NOBULL" is superimposed in large, bold, white capital letters across the middle of the image. The background is a plain, light grey studio setting.

NOBULL

INTRODUCTION

NOBULL is an athletic brand focused on delivering high-quality, durable products designed for intense training and performance. Since its founding in 2015, the brand has gained a loyal following of fitness enthusiasts who appreciate its minimalist approach to athletic gear. NOBULL stands out in a crowded market by emphasizing functionality over flash, providing athletes with the reliable gear they need to push their limits.

TARGET BUYER PERSONA



NOBULL offers durable footwear for training and weightlifting, functional apparel, and complementary accessories like bags and hats.

BIOGRAPHY

NOBULL's buyers are driven professionals aged 25-40 who prioritize fitness as a core part of their lifestyle, often balancing high-demand careers with a disciplined workout routine. They value quality and authenticity, preferring durable, no-frills gear that reflects their commitment to self-improvement and resilience.

PERSONALITY

- **Values** : They prioritize quality, authenticity, and self-improvement.
- **Behaviors** : They lead active lifestyles, engage in fitness communities, and show brand loyalty.
- **Attitudes** : They prefer straightforward gear, are goal-oriented, and welcome innovative solutions.

MOTIVATIONS

- 01** Achieving Fitness Goals
- 02** Building Community
- 03** Enhancing Performance

PAIN POINTS

The need for durable, functional gear, frustration with overpriced or flashy products, inconsistent sizing, and a desire for authenticity and performance-focused designs.

UNIQUE VALUE PROPOSITION

NOBULL sets itself apart through its “no bullshit” philosophy, which promotes transparency and authenticity. Rather than relying on flashy designs or celebrity endorsements, the brand focuses on creating functional, performance-driven products that cater to serious athletes. This commitment to simplicity and utility has earned NOBULL a strong community presence and deep customer loyalty, as athletes trust the brand to meet their high standards for quality and reliability.



COMPETITIVE LANDSCAPE

GYMSHARK

A rapidly growing fitness apparel brand known for stylish workout clothing popularized by social media. Strong community engagement, trendy designs for younger consumers, and competitive pricing.



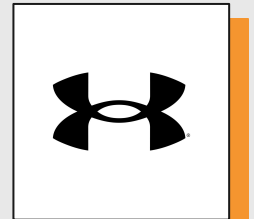
NIKE

A leading global brand known for its innovative athletic footwear, apparel, and equipment. Strong brand recognition, extensive product range, and advanced technology in performance gear.



UNDER ARMOUR

A brand focused on performance apparel and footwear, particularly popular in training and fitness circles. Emphasis on high-performance materials and functionality, especially in moisture-wicking apparel.



COMPETITION DIFFERENTIATORS



NOBULL VS. GYMSHARK

Focus : NOBULL excels in durable, high-performance gear for CrossFit athletes, while Gymshark focuses on athleisure and fashion.

Design : NOBULL's minimalist style is built for toughness, while Gymshark offers trendy, bold designs.

Philosophy : NOBULL's "no-excuses" mentality attracts hard-working athletes, while Gymshark celebrates empowerment and body positivity.



NOBULL VS. NIKE

Scope : NOBULL specializes in CrossFit and training gear, while Nike covers a broad range of sports.

Innovation : NOBULL focuses on simplicity and reliability, while Nike leads with advanced tech like Dri-FIT.

Presence : NOBULL fosters a strong, community-driven following, while Nike has global recognition.



NOBULL VS. UNDER ARMOUR

Product Range : NOBULL offers performance gear tailored for functional fitness, while Under Armour covers multiple sports.

Target Audience : NOBULL targets CrossFit and strength training athletes, while Under Armour appeals to a wider athletic audience.

Branding : NOBULL's minimalist, performance-driven branding contrasts with Under Armour's broad sports focus.

BUSINESS DEVELOPMENT PROCESS



INFLUENCER PARTNERSHIP

- Collaborations with athletes and fitness influencers
- Long-term partnerships for authenticity and brand loyalty



EVENTS & SPONSORSHIPS

- Major sponsorships (e.g., CrossFit Games)
- Pop-up shops and experiential events for brand immersion



DIGITAL MARKETING

- Targeted ads on Instagram, Facebook, and Google
- Bold, minimalist visuals to capture athlete audience



CONTENT MARKETING

- Real-life customer stories, durability focus
 - Builds loyalty and encourages word-of-mouth referrals

IDEAL SALESPERSON PROFILE

CHARACTERISTICS

- | | |
|----|------------------------------|
| 01 | Passion for Fitness |
| 02 | Resilient & Goal Oriented |
| 03 | Customer Centric |
| 04 | Aligned with Brand Values |
| 05 | Effective Communicator |
| 06 | Self-motivated & Independent |



“The only way is through.”

“No excuses. Only hard work.”

“Tested on athletes. Built for you.”

“Don’t stop. Keep going. There’s more in you.”

“If you want to be better, there are no shortcuts. You have to earn it.”

BIOGRAPHY

The ideal NOBULL salesperson is passionate about fitness, authentic, and knowledgeable, connecting with driven professionals who value quality and durability. They are goal-oriented and customer-focused, building trust through understanding and personal recommendations.

SALES STRUCTURE AND HIRING PROCESS



SALES STRUCTURE

Organizational Setup : Direct-to-Consumer (DTC) focus with a digital-first approach, supporting online sales and customer engagement.

Key Roles: Includes roles such as E-commerce Sales Managers, Digital Sales Reps, and Brand Ambassadors.

Functional Segmentation: Emphasis on digital engagement, with roles focused on social media, influencer marketing, and community building.

HIRING PROCESS

Selection Criteria : Looking for candidates with a background in athletics or fitness, customer-centric mindset, and strong alignment with NOBULL's values of resilience and simplicity.

Interview Process : Multi-step, including initial screening, behavioral interviews, and alignment checks with brand ethos.

Ideal Candidate Profile : High-performance, self-driven individuals with strong communication skills, passion for fitness, and ability to thrive in a fast-paced, digital-driven environment.

COMPENSATION MIX

- **Base Salary (40-50%)**
A fixed amount providing financial stability while building relationships and generating leads.
- **Commission (40-50%)**
Performance-based rewards for each sale, motivating sales growth and aligning individual success with company goals.
- **Bonuses (10-20%)**
Additional incentives for meeting sales targets, new customer acquisition, or exceptional service, encouraging overachievement.
- **Health, Wellness & Fitness Perks**
Medical, dental, vision plans, gym memberships, and product discounts to support well-being.
- **Retirement & Work-Life Balance**
Paid time off (PTO), 401(k) plans, and employee discounts for NOBULL products.



QUOTAS, ONBOARDING, & CRM USE

QUOTAS

An estimated sales quota for a NOBULL sales role could be set around a target number of units sold each month, such as 100-150 items across footwear, apparel, and accessories. This quota might also include engaging with a set number of new customers or ensuring a specific customer return rate.

ONBOARDING

NOBULL's onboarding and training process includes an orientation phase to introduce the company culture, followed by product and sales training, and then integration into the team. The process uses role-playing, coaching, and knowledge checks to ensure new hires are fully prepared.

CRM USE

Tracking and managing leads throughout the sales process, storing customer data and interaction history to personalize outreach, and analyzing sales data to measure progress toward quotas and identify opportunities.

RECOMMENDATIONS



Strengthen DTC Focus

Action : Improve e-commerce with personalized recommendations and a loyalty program.

Impact : Boost online sales and customer retention.



Leverage Partnerships

Action : Partner with influencers and gyms for events and promotions.

Impact : Reach new audiences and build credibility.



Upskill Sales Team

Action : Provide training on data-driven selling and market trends.

Impact : Improve sales performance.



Enhance Customer Insights

Action : Use data analytics to understand consumer behavior.

Impact : More targeted marketing and increased conversions.



Refine Product Launch Strategy

Action : Introduce limited-time offers and exclusive drops.

Impact : Drive urgency and increase initial sales.



Optimize Pricing Strategy

Action : Evaluate and adjust pricing to be competitive while maintaining brand value.

Impact : Attract more price-sensitive customers while sustaining profitability.