

CAPITOL MARKETING CONCEPTS

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CASE HISTORY ETCO ELECTRIC

Wausau, WI

PROMOTIONAL PERIOD

1 Year Period From 1/1/10-12/31/10

PROMOTIONAL DETAILS

Target Group: Existing Client Base & Potential New Accounts

Qualifier: Increase purchases by 'X' over same period last year or
Spend 'X' in new business & receive a Level "___" Award.

Level 1 = \$8,000	(CMC Cost of Award \$300)
Level 2 = \$12,000	(CMC Cost of Award \$550)
Level 3 = \$25,000	(CMC Cost of Award \$1,200)
Level 4 = \$50,000	(CMC Cost of Award \$2,500)
Level 5 = \$90,000	(CMC Cost of Award \$4,200)
Level 6 = \$125,000	(CMC Cost of Award \$6,000)

PROMOTIONAL RESULTS

Qualified: 10 accounts qualified

LEVEL	QUALIFIED	SALES INCREASE (Minimum)	COST OF AWARD
1	1	\$8,000	\$300
2	3	\$36,000	\$1,650
3	3	\$75,000	\$3,600
4	1	\$50,000	\$2,500
5	0	\$0	\$0
6	2	\$250,000	\$12,000
TOTALS	10	\$419,000 \$(Minimum)	\$20,050

Commitment: \$0 initial investment (Monster Sale) & \$20,050 final investment;
netted **\$419,000** in incremental dollars.

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Sales Increase Notation – These numbers do not reflect the dollars of increase that clients attained **between the targets**, while striving to get to the next level. (i.e. Level 1 \$8,000 to Level 2 \$12,000; sales may have been \$10,000 but fell between the levels.)