

CAPITOL MARKETING CONCEPTS

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CASE HISTORY OWEN ELECTRIC SUPPLY Houston, TX

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 = \$15,000	(CMC Cost of Award \$300)
Level 2 = \$30,000	(CMC Cost of Award \$550)
Level 3 = \$50,000	(CMC Cost of Award \$1,200)
Level 4 = \$75,000	(CMC Cost of Award \$2,500)
Level 5 = \$125,000	(CMC Cost of Award \$4,200)
Level 6 = \$250,000	(CMC Cost of Award \$6,000)

PROMOTIONAL RESULTS

Qualified: 24 accounts qualified

LEVEL	QUALIFIED	SALES INCREASE (Minimum)	COST OF AWARD
1	0	\$15,000	\$0
2	5	\$150,000	\$2,750
3	8	\$200,000	\$9,600
4	9	\$675,000	\$22,500
5	1	\$125,000	\$4,200
6	1	\$250,000	\$6,000
TOTALS	24	\$1,415,000 \$ (Minimum)	\$45,050

Commitment: \$0 initial investment (Monster Sale) & \$45,050 final investment;
netted **\$1,415,000** 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 \$15,000 to Level 2 \$30,000; sales may have been \$25,000 but fell between the levels.)