

# CAPITOL MARKETING CONCEPTS

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## CASE HISTORY SCHWING ELECTRICAL SUPPLY CORP.

*Farmingdale, NY*

### PROMOTIONAL PERIOD

5/26/10-1/25/10

### 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 = \$10,000	(CMC Cost of Award \$500)
Level 2 = \$20,000	(CMC Cost of Award \$1000)
Level 3 = \$25,000	(CMC Cost of Award \$1,200)
Level 4 = \$35,000	(CMC Cost of Award \$1,750)
Level 5 = \$50,000	(CMC Cost of Award \$2,500)
Level 7 = \$100,000	(CMC Cost of Award \$5,000)
Level 8 = \$150,000	(CMC Cost of Award \$8,400)

### PROMOTIONAL RESULTS

Qualified: 77 accounts qualified

LEVEL	QUALIFIED	SALES INCREASE (Minimum)	COST OF AWARD
1	40	\$400,000	\$20,000
2	12	\$240,000	\$12,000
3	6	\$150,000	\$7,200
4	8	\$280,000	\$14,000
5*	7	\$350,000	\$17,500
7	3	\$300,000	\$15,000
8	1	\$150,000	\$8,400
		<b>\$1,870,000</b>	<b>\$94,100</b>
<b>TOTALS</b>	<b>77</b>	<b>\$ (Minimum)</b>	

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Commitment: \$0 initial investment (Monster Sale); \$94,100 final investment;  
netted **\$1,870,000** in incremental dollars.

Sales Increase Notation – \*No Level 6; 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 \$10,000 to Level 2 \$20,000; sales may have been \$15,000 but fell between the levels.)