

CAPITOL MARKETING CONCEPTS

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CASE HISTORY YESCO ELECTRIC SUPPLY *Stow, OH*

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 = \$25,000	(CMC Cost of Award \$550)
Level 3 = \$40,000	(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)

PROMOTIONAL RESULTS

Qualified: 27 accounts qualified

LEVEL	QUALIFIED	SALES INCREASE (Minimum)	COST OF AWARD
1	5	\$75,000	\$1,500
2	10	\$250,000	\$5,500
3	9	\$360,000	\$10,800
4	2	\$150,000	\$5,000
5	1	\$125,000	\$4,200
		\$960,000	
TOTALS	27	\$ (Minimum)	\$27,000

Commitment: \$0 initial investment (Monster Sale) & \$27,000 final investment;
netted **\$960,000** 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.)