

CUSTOMER

CED Red River Division

PROMOTIONAL PERIOD

6 Month Promotion

SOLUTION

Target Group: Customers / Contractors – awards based on incremental growth

Qualifier: Increase purchases by “x” amount over same period last year
 and receive a Level “__” Award.

- Level 1 = \$ 6,000 Increase (CMC Cost of Award \$ 230)
- Level 2 = \$10,000 Increase (CMC Cost of Award \$ 325)
- Level 3 = \$25,000 Increase (CMC Cost of Award \$ 695)
- Level 4 = \$50,000 Increase (CMC Cost of Award \$1,195)
- Level 5 = \$75,000 Increase (CMC Cost of Award \$1,595)

RESULTS

Qualified:

Level	Qualified	Sales Increase (Minimum)	Cost of Award
1	25	\$ 150,000	\$ 5,750
2	36	\$ 360,000	\$11,700
3	84	\$2,100,000	\$58,380
4	10	\$ 500,000	\$11,950
5	21	\$1,575,000	\$33,495
TOTALS	176	\$4,685,000	\$121,275

Commitment: \$30,000 Investment, Program Balance \$91,275 = \$121,275

Sales Increase Notation – These numbers do not reflect the dollars that customers attained between targets, while striving to get to the next level of spending. (i.e. Level 1 to Level 2 – Customer may have increased by a total amount of \$9,500 but fell between the levels, an additional potential increase of \$3,500).