

CUSTOMER

Griffith Electric Supply, Inc. - *Trenton, NJ*

PROMOTIONAL PERIOD

4 Month Promotion

SOLUTION

Target Group: 200 Active Customers / Contractors purchasing wholesale supplies

Qualifier: Increase purchases by "x" amount over same period last year
 and receive a Level "___" Award.

- Level 1 = \$ 3,500 Increase (CMC Cost of Award \$ 195)
- Level 2 = \$ 5,000 Increase (CMC Cost of Award \$ 250)
- Level 3 = \$ 7,000 Increase (CMC Cost of Award \$ 350)
- Level 4 = \$10,000 Increase (CMC Cost of Award \$ 500)
- Level 5 = \$15,000 Increase (CMC Cost of Award \$ 750)
- Level 6 = \$25,000 Increase (CMC Cost of Award \$1,500)

RESULTS

Qualified: 34% of the Target Group Qualified
 67 Customers Received Awards

Level	Qualified	Sales Increase (Minimum)	Cost of Award
1	18	\$ 63,000	\$ 3,510
2	10	\$ 50,000	\$ 2,500
3	12	\$ 84,000	\$ 4,200
4	6	\$ 60,000	\$ 3,000
5	14	\$210,000	\$ 10,500
6	7	\$175,00	\$ 10,500
TOTALS	84	\$642,000	\$ 34,210

Commitment: \$20,000 Investment, Program Balance \$14,210 = \$34,210

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 \$14,500 but fell between the levels, an additional potential increase of \$4,500).