

**CUSTOMER**

HAJOCA - Richmond, VA



**PROMOTIONAL PERIOD**

6 Month Promotion

**SOLUTION**

Target Group: 250 Active Customers / Contractors purchasing wholesale supplies

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

- Level 1 = \$ 8,000 Increase (CMC Cost of Award \$ 165)
- Level 2 = \$15,000 Increase (CMC Cost of Award \$ 275)
- Level 3 = \$30,000 Increase (CMC Cost of Award \$ 675)
- Level 4 = \$50,000 Increase (CMC Cost of Award \$1,125)
- Level 5 = \$75,000 Increase (CMC Cost of Award \$1,590)

**RESULTS**

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

Level	Qualified	Sales Increase (Minimum)	Cost of Award
1	39	\$ 312,000	\$ 6,435
2	23	\$ 345,000	\$ 6,325
3	7	\$ 210,000	\$ 4,725
4	12	\$ 600,000	\$ 13,500
5	3	\$ 225,000	\$ 4,770
<b>TOTALS</b>	<b>84</b>	<b>\$1,692,000</b>	<b>\$ 35,755</b>

Commitment: \$10,000 Investment, Program Balance \$25,755 = \$35,755

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 \$11,250 but fell between the levels, an additional potential increase of \$3,250).