

CUSTOMER

Interstate Brands - *Wayne, New Jersey*

PROMOTIONAL PERIOD

5 Month Program

SOLUTION

Target Group: 440 Route Salespeople

Qualifier: Hit individual budgeted sales level and increase that amount by "x"
 and receive a Level "___" Award.

- Level 1 = \$ 5,000 Increase (CMC Cost of Award \$ 505)
- Level 2 = \$ 7,500 Increase (CMC Cost of Award \$ 750)
- Level 3 = \$10,000 Increase (CMC Cost of Award \$1,075)
- Level 4 = \$15,000 Increase (CMC Cost of Award \$1,500)
- Level 5 = \$20,000 Increase (CMC Cost of Award \$2,000)

RESULTS

Qualified: 40% of the Target Group Qualified
 173 Route Salespeople Received Awards

Level	Qualified	Sales Increase (Minimum)	Cost of Award
1	29	\$ 145,000	\$ 14,645
2	23	\$ 172,500	\$ 17,250
3	30	\$ 300,000	\$ 32,250
4	19	\$ 285,000	\$ 28,500
5	72	\$1,440,00	\$144,000
TOTALS	173	\$2,342,500	\$236,645

Commitment: \$25,000 Investment, Program Balance \$211,645 = **\$236,645**

Sales Increase Notation – These numbers do not reflect the dollars of increase that route salespeople attained **between the targets**, while striving to get to the next level. (i.e. Level 1 \$5,000 to Level 2 \$7,500 – Salesperson may have increased by \$6,850 total but fell between the levels.)