

CUSTOMER

Weinstein Supply - Philadelphia, PA



PROMOTIONAL PERIOD

6 Month Program

SOLUTION

Target Group: 500 Active Customers / Contractors purchasing wholesale supplies

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 \$ 165)
- Level 2 = \$10,000 Increase (CMC Cost of Award \$ 275)
- Level 3 = \$25,000 Increase (CMC Cost of Award \$ 675)
- Level 4 = \$60,000 Increase (CMC Cost of Award \$1,590)

RESULTS

Qualified: 43% of the Target Group Qualified
 215 Customers Received Awards

Level	Qualified	Sales Increase (Minimum)	Cost of Award
1	110	\$ 660,000	\$ 18,150
2	67	\$ 670,000	\$ 18,425
3	29	\$ 725,000	\$ 19,575
4	9	\$ 540,000	\$ 14,310
TOTALS	215	\$2,595,000	\$ 70,460

Commitment: \$20,000 Investment, Program Balance \$50,460 = \$ 70,460

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).