



**B&R Industrial Automation**  
**2105 Lead Management Program Estimate**  
**October 7, 2014**

<b>2015 Lead Management Set up and Processing</b>		<b>1,000</b>	<b>2,000</b>	<b>3,000</b>
<b>Setup</b>				
<b>System/Platform Setup</b>		\$2,050	\$2,050	\$2,050
Reps/Territories				
House Accounts				
Competitors				
Custom Fields				
Sources				
eSLFs / Lead email				
Rules discovery and setup				
<b>Automation Setup</b>		\$2,900	\$2,900	\$2,900
Automating of daily import file				
Automating of 3 form capture				
Automating of daily extract of leads processed				
<b>Telequalification Setup</b>		\$1,000	\$1,000	\$1,000
Call Guide Development				
TM System Setup				
<b>Project Management</b>		\$1,035	\$1,035	\$1,035
<b>Tradeshow Setup and Management (5 shows)</b>		\$7,500	\$7,500	\$7,500
Setup, call guide modification, project management, reporting				
	<b>Total Setup</b>	<b>\$14,485</b>	<b>\$14,485</b>	<b>\$14,485</b>
<b>Processing</b>		\$13,080	\$25,028	\$35,880
Lead Capture, Processing, and Distribution				
Lead Telequalification (50% of leads)				
Customer Service Project Management				
	<b>Total Processing</b>	<b>\$13,080</b>	<b>\$25,028</b>	<b>\$35,880</b>
<b>TOTAL 2015 PROGRAM ESTIMATE</b>		<b>\$27,565</b>	<b>\$39,513</b>	<b>\$50,365</b>