



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

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