

DOI.

PAY CAL 5327

4<sup>th</sup> RTR -  
CALL BOMBE JUNE.

WORKS TO CAL ON OPERATIONS  
PROGRAM - 2-3  
- COINS OPERATING  
- JANETED.

OPPORTUNISTIC FRANCHISE RETENTION

TO WIN/SAL CONSUMERS WHO CALL REQUESTS  
CONTINUITY PROGRAMS & VOICE DISSEMINATION  
W/ EACH OF MAINS.

WHAT: 3 PROGRAMS:

- FREE CTN W/100 PAGES, LIMIT 5/YR  
NEW ORDER FORM IN ORDERED PRODUCT.  
- W/S U.B. NO S.V.D.
- FREE CTN W/100 PAGES LIMIT 5/YR  
NEW ORDER FORM IN ORDERED PRODUCT.  
- W/S U.B. - HAS 0.5 U.B. + 2 OUT OF 1000
- SMALL PREMIUM CATALOGUE - T-SHIRTS, HATS,  
LIGHTERS, BOATWAYS, COUPONS  
- W/S U.B. - UNDER 30 YRS (over 21)

HOW: TRAINED FROM C.R. / POLAROID Y.A. W/O.B.

COST BASED ON 1<sup>ST</sup> QTR REQUESTS ESTIMATED  
OVER 1 YR = 55M WIN/SAL MAINS (31M - 23M) \* 12  
80% 1<sup>ST</sup> CTN = 528  
70% 2<sup>nd</sup> " 462  
60% 3-45 1188  
\$2.3 MM