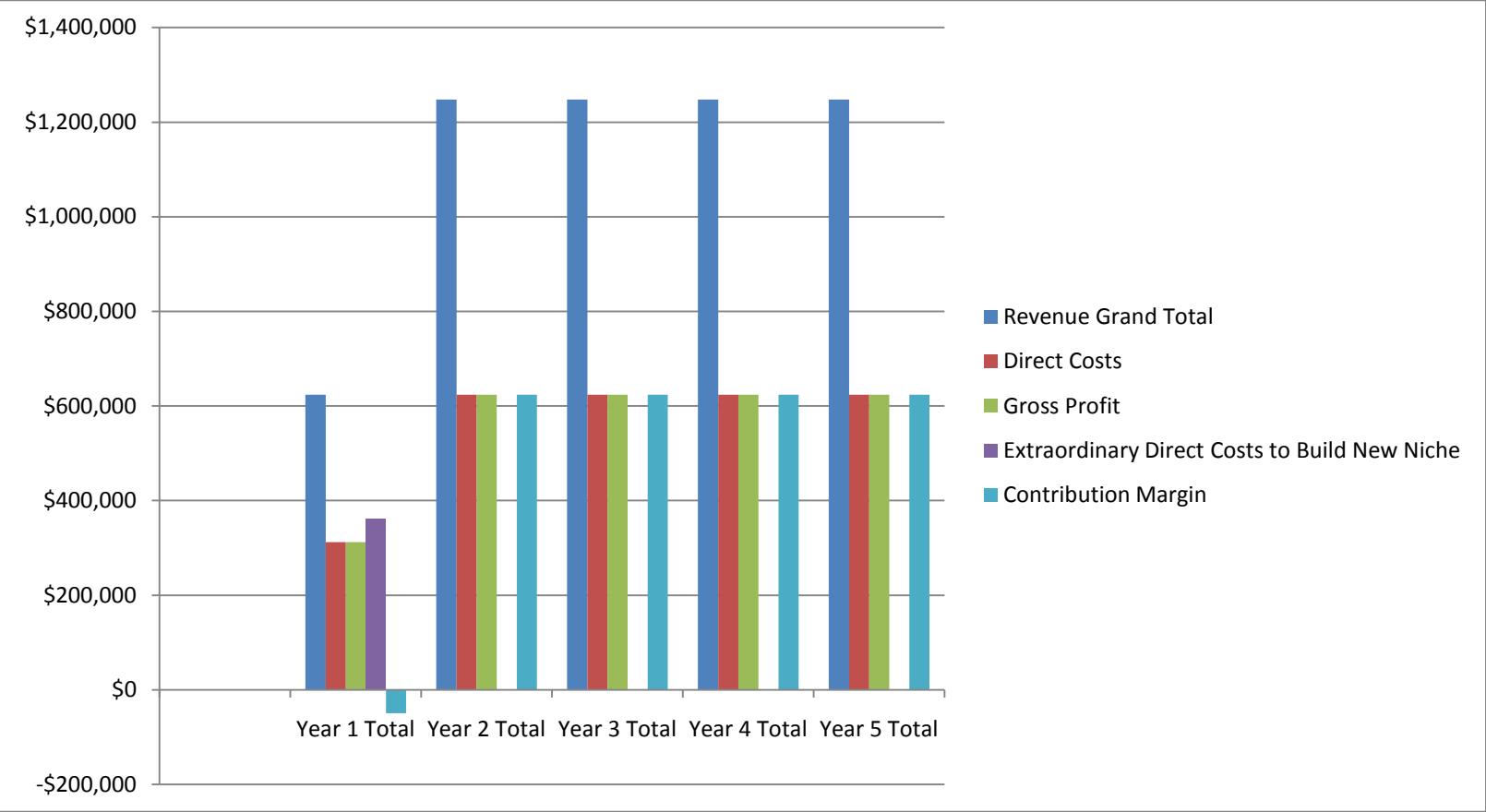


How Sold \$1.2 Million of New Outsourcing at 50% Margins to General Mills, Dole, Conagra, Reckitt Benckiser In One Year



Summary

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
Revenue Grand Total	\$624,000	\$1,248,000	\$1,248,000	\$1,248,000	\$1,248,000
Direct Costs	\$312,000	\$624,000	\$624,000	\$624,000	\$624,000
Gross Profit	\$312,000	\$624,000	\$624,000	\$624,000	\$624,000
Extraordinary Direct Costs to Build New Niche	\$361,500	\$0	\$0	\$0	\$0
Contribution Margin	(\$49,500)	\$624,000	\$624,000	\$624,000	\$624,000
Sales Bonus	(\$4,950) **	**	**	**	**

Success Story (209) :

How Closed \$1.2 Million in Outsourced Services at 50% Margins with General Mills, Conagra, Dole, Reckitt Benckiser*

1. Program took one year

2. Conducted initial short workshop with client

3. Client hired Associate directly to "carry the bag" for the sales effort

4. Work outsourced was a Business Process called "merchandising services", including software and hardware for "work order management and scheduling, plus reporting"

5. Key to higher margins was combining two strengths: A new item advertising service plus outsourced field merchandising services, oversight and reporting

6. Offered a business guarantee: "New products will be on retailer shelves nation-wide in 4 weeks, or you don't pay"

7. Details can be discussed with Associate Doug Kent

*** Success stories, client quotes and payback estimates are provided as general illustrations of past performance and represent summaries of long term, complex efforts. Often they are team efforts where Associate's roles vary. Success stories are often used to teach concepts and lessons learned, and may have been simplified considerably. Estimates of financial impact are estimates only, and not intended to convey exact financial information. Some have been altered to protect confidential information. We ask that prospective clients contact our references and request specific details of relevant success stories prior to any decision to use our services.**

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