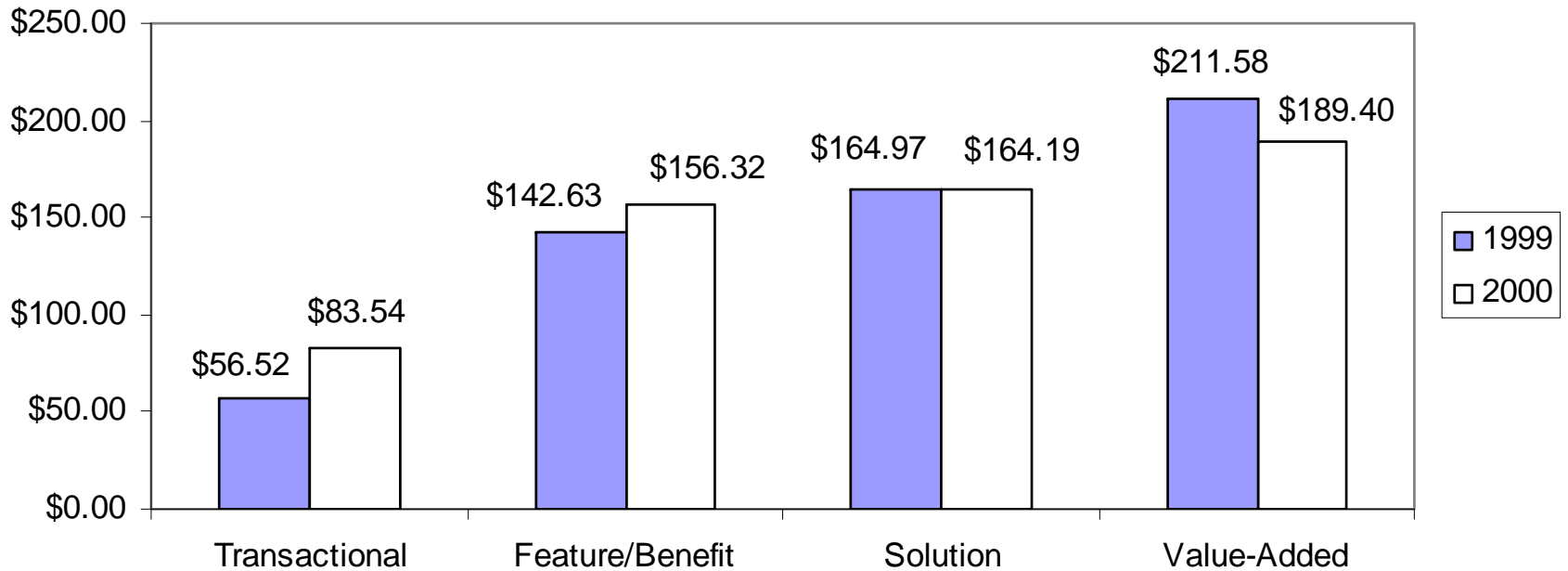


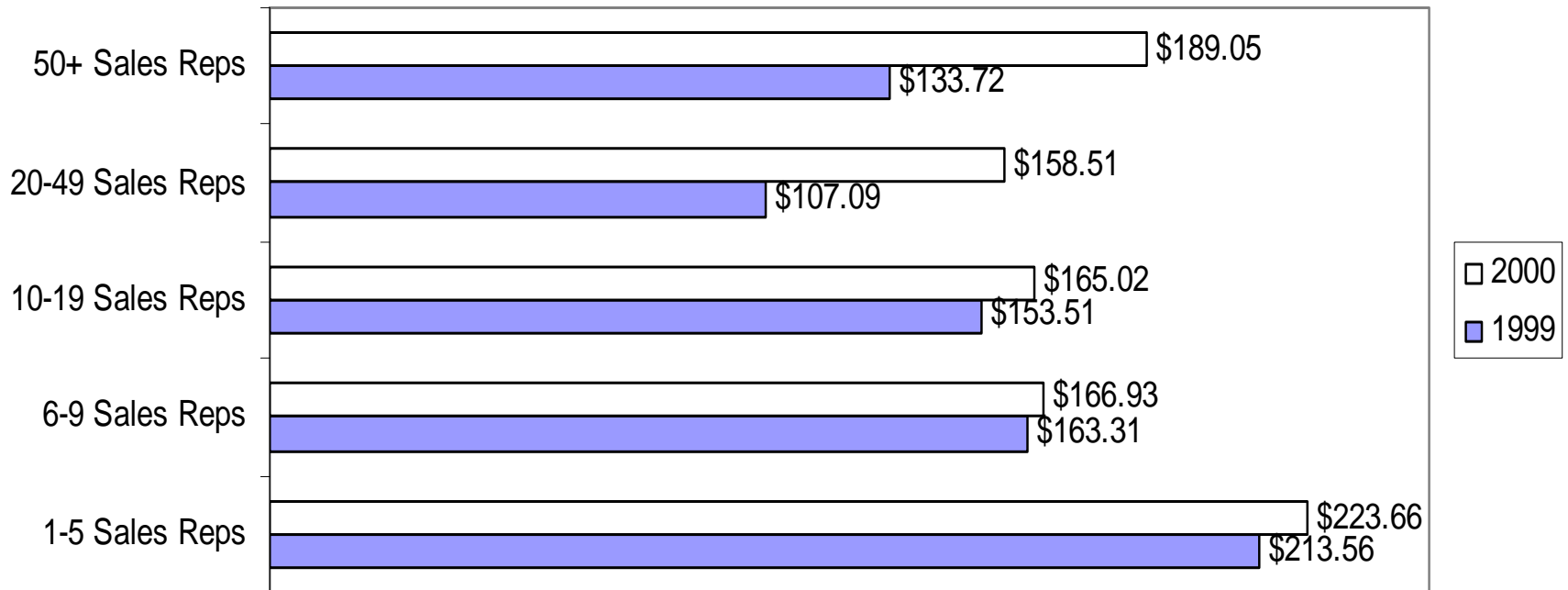
Cost of a Sales Call by Sales Approach



Source: Sales and Marketing Management, September 2000

All figures are in US dollars

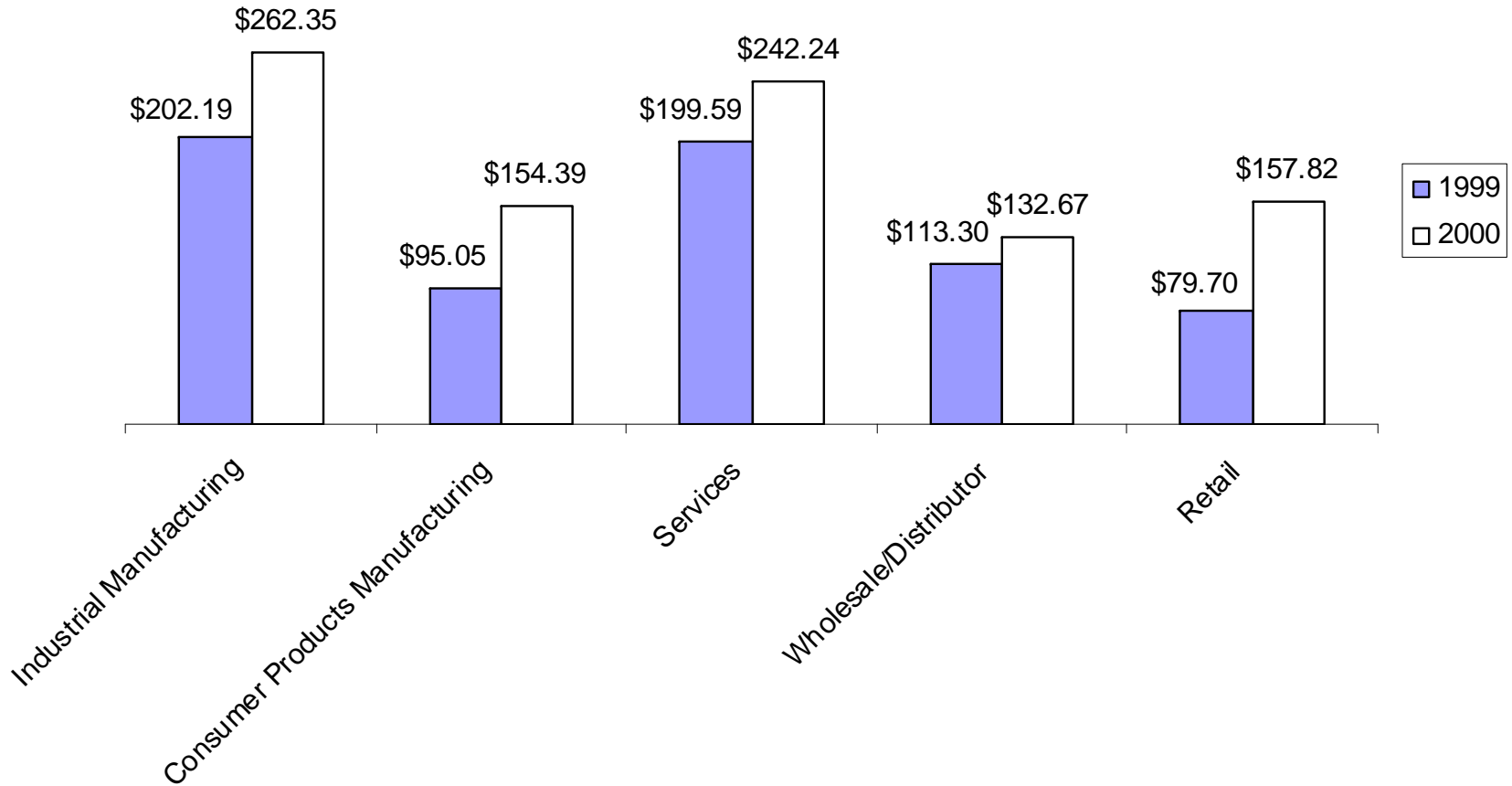
Cost of Sales Call by Size of Sales Force



Source: Sales and Marketing
Management, September 2000

All figures are in US dollars

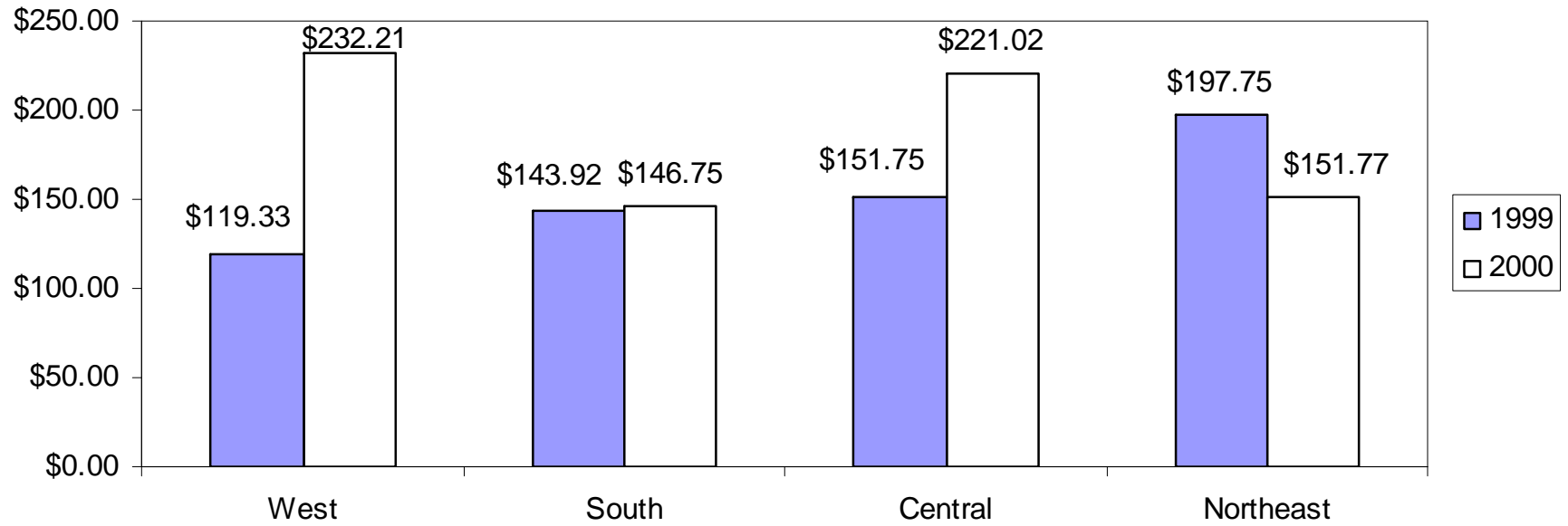
Cost of a Call by Industry



Source: Sales and Marketing
Management, September 2000

All figures are in US dollars

Cost of a Sales Call by Region



Source: Sales and Marketing
Management, September 2000

All figures are in US dollars