

# Opportunity - By Leadsource

Leadsource: Advertising - General

Source Date:

Cost:

## All in One

Opportunity: All in One-Phase1  
Type: New  
Sales Potential: \$ 1,049,700.00

Status: Open  
Actual Close:

## Altus Outfitters LTD

Opportunity: Altus Outfitters LTD-Phase1  
Type: New  
Sales Potential: \$ 261,000.00

Status: Closed - Won  
Actual Close: 6/30/2003 12:00

## Casein Products

Opportunity: Casein Products-Phase1  
Type: New  
Sales Potential: \$ 89,800.00

Status: Open  
Actual Close:

## Clayco Manufacturing

Opportunity: Clayco Manufacturing-Phase1  
Type: New  
Sales Potential: \$ 199,500.00

Status: Open  
Actual Close:

## Columbus America

Opportunity: Columbus America-Phase1  
Type: New  
Sales Potential: \$ 1,199,700.00

Status: Open  
Actual Close:

## Denver International Design

Opportunity: Denver International Design-Phase1  
Type: New  
Sales Potential: \$ 79,800.00

Status: Closed - Lost  
Actual Close: 7/28/2003 12:00

## Hackney Air

Opportunity: Hackney Air-Phase1  
Type: New  
Sales Potential: \$ 249,500.00

Status: Open  
Actual Close:

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## Trans Fryer

**Opportunity:** Trans Fryer-Phase1  
**Type:** New  
**Sales Potential:** \$ 999,750.00

**Status:** Open  
**Actual Close:**

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**Number of Leads:** 8

**Potential for Advertising - General:** \$4,128,750.00

**Cost P**

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# Opportunity - By Leadsources

Leadsources: Direct Mail - General

Source Date:

Cost:

## Arnold Publications

Opportunity: Arnold Publications-Phase1  
Type: New  
Sales Potential: \$ 999,750.00

Status: Closed - Lost  
Actual Close: 6/28/2003 12:00

## Dean Associates, Inc.

Opportunity: Dean Associates, Inc.-Phase1  
Type: New  
Sales Potential: \$ 2,099,400.00

Status: Closed - Won  
Actual Close: 6/30/2003 12:00

## Douglas Healthcare

Opportunity: Douglas Healthcare-Phase1  
Type: New  
Sales Potential: \$ 299,700.00

Status: Closed - Lost  
Actual Close: 7/20/2003 12:00

## E.F. Inc.

Opportunity: E.F. Inc.-Phase1  
Type: New  
Sales Potential: \$ 1,498,500.00

Status: Open  
Actual Close:

## Interconnect International

Opportunity: Interconnect International-Phase1  
Type: New  
Sales Potential: \$ 798,000.00

Status: Open  
Actual Close:

## Jensen Industries

Opportunity: Jensen Industries-Phase1  
Type: New  
Sales Potential: \$ 449,900.00

Status: Open  
Actual Close:

## Mobile Relief

Opportunity: Mobile Relief-Phase1  
Type: New  
Sales Potential: \$ 359,100.00

Status: Open  
Actual Close: