

MEMOREX
Computer Supplies

The MARKETING POINT

Volume 2

June, 1989



CES Review

• Joyce Rice

In summary, the Summer Consumer Electronics Show (CES) was a very positive show with many good responses to our pallet program, the plus-pack and two free disk promotions and to our overall merchandising concept and *full-line* supplier approach. The feedback on our *full-line* was also relayed in envy from a couple of our media competitors!

At the show we introduced innovative new products and programs that will

allow our Mass Market customers to broaden their Memorex product offerings and to increase their sales and profits by promoting the Memorex line.

These new products were positioned to the market as "Computer Supplies Take On A New Shape In A Salute To Form And Function!" Please review your "Function & Form" brochure and the "Mass Market" Newsletter for more details.

In This Issue:

- April & May Rankings
- Key Contact List
- Federal Systems Update
- Technical Tips

- Customer Service Update
- Success Stories
- Heard It On The Street

"Name the Newsletter" Winner



Congratulations, Scott Bounty!
You win \$150.00 "Night on the Town" for being the winner of the "Name the Newsletter" Contest, compliments of the Memorex Computer Supplies Marketing team.

It was a tough decision, (and we also had a lot of laughs) however, we believe that Scott's name: **"The Marketing Point,"** is most representative of our marketing newsletter's intentions.

Many thanks to all of those who participated in the contest and remember we welcome and **need** your active participation to make this newsletter a success.

Please address your comments or ideas to Catherine Derr, Editor, via PROFS (ID "CDERR").

Reminder: This newsletter is confidential, for internal use only and is not to be duplicated or distributed outside of Memorex Computer Supplies.

Success Stories

- Lee Sechler

Jeff Altman

What does it take to be the **Number One Sales Representative** during the Stub Year. "It takes persistence, and that's the best word to describe Jeff Altman", says Jeff's Selling, Branch Manager, Craig Barrett.

"Jeff also uses the companies resources to help win customers over to Memorex as a full service company. He uses the CE's, the equipment reps and he gives special credit to his Tele-sales counterpart: Amy Vea."

An example of Jeff's approach to selling is seen in his experience with an account he called on that just wouldn't buy. They were a "small" regional office...so they said? Jeff figured different, he knew there was business to be had, he just had to earn it. For six months Jeff persisted. He called on everyone in the company until he made the proper contacts.

Then *W o w z e r s !* Persistence paid off and over the last five months Jeff has sold this "small" account over \$300,000 in flex disks.

Jeff's philosophy is that persistence tells the customer "I want your business, I will service your account, and I will be there for you." Mr. Persistent: Jeff Altman. Our **Number One** sales rep for the month of May.

Patti Matlock

When asked why Patti is one of our most successful sales people, Mike Kirsche responds, "She is goal oriented and determined; in the face of adversity, she becomes even more tenacious in her quest to reach her goals. Couple this with an enthusiastic yet *s o f t l y* assertive personality and you have: Patti Matlock."

And she is successful. Patti's most recent accomplishments include a diversity of sales including a very large order to her distributor; 3480's to a major university; several thousand reels of computer tape to the Navy; and ribbons and toner to the State Department of Elections. Mike states that Patti sells the full product line and stresses quality. "This lady is a joy to work with and deserves the success she is experiencing. I believe her performance to date is the tip of the iceberg and the best is yet to come."

Our congratulations - and thanks - to Patti Matlock for being the **Number One** Memorex Computer Supplies sales rep for April!

You Called...Again?

- Greg Reid

Once again, for those of you who forgot to use the new system and for those who choose to ignore it! We can provide better service if you tell us how urgent your communication is.

Field Communication With Marketing Department Personnel

Message Priority	Response Desired	Recommended Vehicle
"Red Alert"	Immediate	Telephone with PROFS back-up, if call not received directly.
"A"	Same-day	Voice-mail
"B"	Within-A-Week (5 Working Days)	PROFS
"C"	Within the Month	Narratives
"D"	No Response Required, just "F.Y.I"	Memo

PAIN Index

- Greg Reid

Each month we will publish the standings, Quarter-to-Date, for our Communications "PAIN" Index. At the end of the quarter, final standings will be announced in the quarter-ending edition of "*The Marketing Point*".

Marketing/Sales Communication "PAIN" Index (Base 100)

Individual	Index	Commentary
Barry Taylor	250	A four-way tie thanks to the sheer volume and complexity of their individual communications.
Joyce Rice	250	There is some significance to the order of names, even though it was a tie!
Mike Kirsche	250	
Carol Simpson	250	
Fred Peterson	200	"I got a Bid, due today."
Walt Nathan	150	"The 'King of Profs' is using the phone of late."
Bob Scheper	125	"Let me run one by you, got a minute?"
Jeff Jay	100	"Still 'On-a-plane, On-the-phone, On-the-road'."
Kirby Lindsay	N/A	Rating Still Not Available At Press Time.

THE LEADERS OF THE PACK

Top Five Regions

APRIL 1989

1. South Central	Walt Nathan	120%
2. South West	Kirby Lindsey	115%
3. Mid West/Mass Market	Peggy Eckstrom	104%
4. East/Mass Market	Chris Frey	89%
South	Mike Kirsche	89%
5. Mid West	Bob Scheper	84%

Y.T.D. THRU MAY 1989

1. Mid West/Mass Market	Peggy Eckstrom	133%
2. South Central	Walt Nathan	108%
3. South West	Kirby Lindsey	107%
4. Mid West	Bob Scheper	100%
5. East	Jeff Jay	96%

Top Twenty Sales Performers

APRIL 1989

1. Patti Matlock	South	210%
2. Jeff Altman	Mid West	195%
3. Rosemary Tucker	South Central	162%
4. Steve Akel	West	156%
5. Connie Roselius	South West	152%
6. Tom Branson	South Central	138%
7. Marjorie Allison	West	132%
8. Bill Flythe	South Central	117%
9. Renee DeVore	Mid West	113%
10. Anne Newhall	Mid Atlantic	108%
11. Ann Blair	South West	106%
12. Bonnie Bindernagel	Mid West	101%
13. Adrian Reed	South West	97%
14. Bill Knepp	South West	96%
15. Mike Ferraro	East	95%
16. Marty Lara	West	93%
17. Jan Wallace	South	92%
18. Kay Fullen	Mid Atlantic	91%
19. Gale Summers	Mid Atlantic	89%
20. Sandra Snider	Mid West	88%

Y.T.D. THRU MAY 1989

1. Jeff Altman	Mid West	204%
2. Michael Ferraro	East	190%
3. Zena Baron	East	186%
4. Steve Akel	West	174%
5. Marjorie Allison	West	159%
6. Patti Matlock	South	146%
7. Connie Roselius	South West	138%
8. Bonnie Bindernagel	Mid West	137%
9. Gale Summers	Mid Atlantic	136%
10. Stan Brower	South Central	125%
11. Nena Guthrie	West	124%
12. Craig Besler	Mid West	123%
13. Rosemary Tucker	South Central	120%
14. Tom Branson	South Central	118%
15. Bill Flythe	South Central	111%
16. Jackie Smith	Mid Atlantic	105%
17. Renee DeVore	Mid West	102%
18. Mike Brenegan	Mid West	100%
19. Ellen Brotschel	East	99%
20. Chris Layton	East	98%

Rankings are as of June 15, 1989 and are measured on individual performance to quota.

Q&A

Narratively Speaking

Q: What is the status of the CIA Program. Do we still get Tee Shirts for submitting competitive information?

A: The CIA Program is alive and well, and yes we certainly do want you to continue to submit competitive information. We are always in need of the latest information available. This allows us to keep up with our markets and keep *you* competitive in your territory. Information should be forwarded (Profs is fine) to the appropriate Product Marketing Manager and to Lee Sechler, Mgr. Sales Promotion and Development. A spiffy CIA shirt will be sent to you quickly.

Q: What's happening with the catalog?

A: By the time you are reading this, the catalogs are in the process of being printed and shipped to you. Here's a little background. Initially, it was our hope that we could use the old catalog with a new cover to hold us over until we could update and reprint (see last month's newsletter). This became our plan. However, during the process of moving forward with this plan, it became obvious to us that the old catalog was really out of date. We decided to scrap this and move forward with a complete update and reprint. This would take approximately 180 days.

Fortuitously (and because the Boss made us), we ran this decision by several of your peers and got a resounding response of "ship us the old one, we don't care how out of date the pricing is...we can use it like it is!" So, the old one with new covers highlighting the new products and a pricing disclaimer (call your friendly MCS Rep for current pricing) is on its way. Soon to be followed by the reprint.

Q: When will the winners of the first quarter Grand Expectations be announced?

A: It is our plan to announce the winners on August 21. This will allow a sufficient period of time to pass so that all appropriate commission adjustments can be processed.

Q: What is the status of the 3480 Consignment Program.

A: It does not exist. We are developing a concept which would allow such an activity, however, at this time the control issues appear to outweigh the benefits. More staffing is necessary before we go forward. We will inform you when this status changes.

Q: Are the new guidelines for Field communications with the Marketing Department helping to improve response time?

A: Not Really! Thus far only Mike Kirsche has utilized the new approach of designating Priority A, B, C, D or "Red Alert". We could really use everyone's help in the Field so that we can discriminate and prioritize the most crucial issues first. Please review the chart on page two again and start using the system.

THANKS FOR YOUR HELP!

Q: When will a set of the new ACE slide show be available? Each Rep in the Field could really use one.

A: A *Selling* package for the field will be ready July 15. The new ACE slides will be available then. Each Region will have several copies available for use by the Field at large. Additionally, you will receive a pitch book, selling options, and materials to leave behind. The slide show is intended for the seminar environment.

Q: Recent packaging changes have been announced without sufficient time for the Field to alert our customers. Why can't we have more notice than the few short weeks provided?

A: We agree that ample notice of changes (packaging is just one exam-

ple) should be provided to the Field to allow sufficient time for input to Marketing and to inform your customers of upcoming changes. We will strive to provide as much lead time as possible to assure full communications, including feed-back, with each region.

Q: What is the status of the 3480 cartridge initialization and labeling project? We could really use the service.

A: Initialization and labeling of Memorex 3480 Cartridges will be available by the end of July. This value-added service is being made available in response to the changing marketplace and the needs of our customers.

Orders will be considered on a first come first serve basis as we ramp up our production capabilities. Additional details on program specifics will follow under separate cover. In the interim, specific questions should be directed to Sandy Garcia at (408) 957-9457.

Q: CSR's need to be processed and credits issued on a more timely basis. What's being done to improve the process?

A: You're absolutely right! Currently our run rate for CSR turn around time has averaged 1-14 days for preparation and approvals. It is our desire to obtain 1-5 day turnaround.

Effective July 10th, Harriet Agar will begin a new position as *Credit Services Coordinator*. The charter of the position is to expedite the CSR process. She will oversee the collection and routing of information from the Field, Warehouse, Customer Service and Finance. The CSR procedure is under review and will also be updated in the near future to assure prompt turn around.

Remember, the timeliness of issuing credits is dependent on the promptness of your customer returning product to the Memorex Royersford or Fremont Warehouses with a *Return Authorization Number*.

You should begin to see some of the improvements in the overall process

beginning mid-to-late July. In the meantime, we are doing everything we can to expedite the process.

Q: The new marketing newsletter is fantastic! Will there ever be an issue #2?

A: NO. We have decided not to continue the publication due to lack of interest within Marketing. What you are holding in your hand is a clever deception designed for us by David Copperfield. Actually, this is just issue #1 with new covers.

Q: Will the recent promotional materials used at the Consumer Electronics Show in Chicago be available for use by the Industrial Sales Force?

A: By now you should have received your copy of the **Form & Function** brochure which was distributed at C.E.S... It covers our newest promotions and product additions to the growing Memorex family. Along with this brochure, you also received an updated Literature Order Form.

Please use this form in ordering your literature by mail or fax....NOT OVER THE PHONE. Remember to allow 10 working days for fulfillment.

Q: What is the status of recognition awards for outstanding Stub Year performance?

A: Quota Club plaques for 1989 as well as the Stub Year will be arriving during the first week of August.

Q: I'm confused! I read an article recently that surveyed the IQ of auto owners with the auto they drive. The survey indicated that SAAB owners had the highest IQ of all owners regardless of make or model. If this is true, how do you explain the recent purchase of a SAAB convertible by John T. Peterson?

A: This phenomenon is easily explained! The survey was conducted in March of this year. John purchased his SAAB in June, and as a result he was not included in this survey and could not have affected the results.

Heard It OnThe Street

- Lee Sechler

How many times have you heard these words from a fellow employee. "Hey Homer, I've got a P/C at home, how can I get some Memorex flex or other products for my personal use?" In fact, how often have you wondered how to obtain our products for your personal use or as gifts. Well, there is a way and it's called the: **MEMOREX COMPUTER SUPPLIES Employee Purchase Program**.

The program, which was announced last spring, allows any Memorex Computer Supplies or Memorex Telex employee to purchase any of the computer supplies sold at a significant discount off our suggested retail pricing. All Employee Purchase Program orders are priced to the employee at the same price we give resellers who purchase in the largest volume category.(i.e. 400 cases.)

Ordering is simple and we take money orders or checks made out to: **Memorex Corporation**. We also take *Mastercard* and *VISA*. However, like the Olympics we don't take *American Express*!

HOW TO ORDER:

1. By PROFS send to "Employee". (NOTE: Not "Employee")

2. By FAX call 1-408-957-2778.
3. By MAIL to Employee Purchase Program, Attn: Sandy Derdowski, 1200 Memorex Dr., Santa Clara, CA 95050.

INFORMATION NEEDED:

Product Information:

- Description of each Item Ordered including Part Number.
- Quantity desired and unit of measure. (i.e. 1 box)
- The price.

Shipping Information:

- Your Name, address, and telephone number
- Your credit card number, the name as it appears on the card, and the expiration date

Shipping & Handling Charges:

- Orders with a pre-tax total of \$49.99 or less, add \$5.00.
- Orders with a pre-tax total of \$50.00 or more, add 5% of the pre-tax total.
- We normally ship UPS, if you need expedited shipping we will bill you the additional charge.

Federal Systems Update

- Jim Koenig

Summer is finally here in our Nation's capitol. The weather is hot, hazy and humid, but that is not slowing us down in FY90. The Federal Market is heating up and the opportunities are out there.

The month of May was excellent for Memorex Computer Supplies in this marketplace. Bill Douglas of the South-Central Region won a major Federal government contract for 450,000 units of 8" Flex with the Department of Agriculture in Kansas City, Missouri. In our Mid-Atlantic Region, Robert Moore had a great month using the GSA schedule and selling to the agencies here in Washington DC. He sold \$92,000.00 of Quantum HD and Memorex V. Con-

gratulations to both of these gentlemen for a job well done.

Please remember that the fiscal year for the Federal Government will come to a close at the end of September. FY89 Budget money can **not** roll over into the new fiscal year. This means the different agencies must spend their funds now or they will lose it! Because of this, Government spending will increase over the next several months.

There's **big** business out there and now is the time to generate the activity to receive the orders later. If you need any assistance, please get in touch with me.

Let's all work together!

On The Product Line

- Norm Cruz

RIBBON PRODUCT LINE STREAMLINING



Historically, the bulk of our sales in the ribbon program is derived from the Memorex Telex Originals programs, with the smaller segment of our business coming from our non-originals line.

In order to improve our ability to service our customers' needs, Marketing has reviewed our product strategy and is streamlining our offering. We will continue to support all of the Memorex Telex originals. However, we will support a smaller, more select line of non-original printer supplies.

Under separate cover, an updated product listing will be published along with an updated compatibility guide. On discontinued items, we will continue to honor orders for 45 days after the field has been notified.

3480 CARTRIDGES INITIALIZATION AND LABELING

Initialization and labeling of Memorex 3480 Cartridges will be available by the end of July. This value-added service is being made available in response to the changing marketplace and the needs of our customers.

Orders will be considered on a first come first serve basis as we ramp up our production capabilities. Additional details on program specifics will follow under separate cover. In the interim, specific questions should be directed to Sandy Garcia at (408) 957-9457.

PAPER PRODUCT LINE CHANGES

Please be advised that two paper items have been discontinued and re-

placed by two new items packaged in our popular "convenience pack" box.

Discontinued:

3202-0011 20# Ivory Laid 100-pack

3202-0012 15# White Utility Bond 250-pack

Replaced by:

3202-0047 20# Ivory Laid 200-pack

3202-0046 15# White Utility Bond 300-Pack

These two new products are available now. These changes are reflected in the new price lists.

NEW DATA SHEETS FOR RAINBOW COLOR & 50-PACK DISKETTES

New data sheets are now available for the Memorex Rainbow Pack Color Diskettes and the Memorex Flexible Disk 50-Pack.



These new products have been designed to meet the needs of a changing and growing marketplace. They continue to provide the excellent product performance our customers are accustomed to when purchasing Memorex products.

These new data sheets have been distributed to the field, but should you need an additional supply, contact Linda Holbrook in the Santa Clara office using the Literature Order Form.

Also available is a brand new brochure featuring the new products and promotions introduced at the Consumer Electronics Show. Copies are being distributed to the field with ordering instructions provided.

Technical Tips

3480



In our last issue we stated that our 140DC1 cartridges are performing well on "all" drives. Now, through the efforts of our technical group and our manufacturing organization, we can also state that our 240DC1 cartridges are showing excellent performance characteristics on "all" drives, as well.

We do want to continue monitoring the type of drives used in our customer sites. Therefore, please state the type of drive used by the customer when placing a cartridge order with customer service.

Data Compaction

The data compaction (or data compression) feature on the 5480 tape drive requires that a reflective strip be placed on the tape cartridge to activate the data compression software in the drive. The feature number for these strips is 5481-66-99, and is ordered via the LSS sales rep. If you have a customer that may need this feature, contact the LSS representative nearest you.

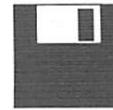
REEL-TO-REEL



In the past 6 months, we have found that many of our open reel complaints (excessive errors) are eliminated when the customer follows recommended tape and drive cleaning and maintenance procedures.

If you get questions as to which recommended standards the customer can use, you can reference "NBS 500-101" and/or drive manufacturers' manuals/publications.

FLEX



In a recent discussion with Bill Proctor, our senior staff technologist, Bill highlighted claims made in a recent trade advertisement which stated that users can "punch a hole" in 3.5" 1 MB micros and make them perform like high density micros. It doesn't work!!

Bill has summarized the problems associated with the ad claims. A copy of his report, and the subject ad, will be mailed to you in a "FLASH" so you can have all of the details.

CALENDAR OF EVENTS

Meetings/Events

WINNER'S CIRCLE

July 8-14, 1989
Orient Express

NEW HIRE PRODUCT TRAINING

July 10-14, 1989
Santa Clara, CA

REGIONAL MANAGERS MEETING

Mid September*
Santa Clara, CA

NEW HIRE PRODUCT TRAINING

October, 1989*
Santa Clara, CA

MANUFACTURER'S REP SALES MEETING

January 4, 1990
Las Vegas, NV

1990 INTERNATIONAL QUOTA CLUB

May 30-June 3, 1990
Miami Beach, FL

*Tentative

Schedule

Trade Shows

NOMDA

- July 19-22, 1989
New Orleans, LA

NORTHERN CALIFORNIA GOVERNMENT SUPPLIES SHOW

- August 9-10, 1989
San Francisco, CA

P.C. EXPO

- October 3-5, 1989
Chicago, IL

NOPA

- October 3-7, 1989
Chicago, IL

FCC/DGC SHOW

- October 23-25, 1989
Washington, D.C.

S.E.G.*

- October 29-Nov 2, 1989
Dallas, TX

FALL COMDEX

- November 13-17, 1989
Las Vegas, NV

WINTER C.E.S.*

- January 6-9, 1990
Las Vegas, NV

*Memorex Computer Supplies Exhibiting

Credits

Editor-Catherine Derr

Production & Design-Carrie La Riviere

This publication is not to be reproduced or distributed externally.

© Copyright MEMOREX Computer Supplies, 1989

AMA Training Seminars: May-June, 1989

COURSE TITLE

FUNDAMENTAL SELLING TECHNIQUES FOR THE NEW SALESPERSON-REF #5510

- Designed for newly appointed or recently hired sales people with less than 6 months experience.

July 21-22, 1989
August 7-8, 1989
October 5-6, 1989
October 30-31, 1989
November 2-3, 1989
November 30-1, 1989
December 4-5, 1989
December 5-8, 1989

Philadelphia, PA
Chicago, IL
Chicago, IL
Atlanta, GA
Philadelphia, PA
Chicago, IL
S.F., CA
N.Y.C., NY

PRINCIPLES OF PROFESSIONAL SELLING-REF #5520

- Recommended for those with at least six months experience in the field.

July 31-4, 1989
August 21-24, 1989
August 28-31, 1989
September 11-14, 1989
October 2-5, 1989
October 10-13, 1989
October 16-19, 1989
October 23-26, 1989
October 30-2, 1989
November 13-16, 1989
December 4-7, 1989
December 11-14, 1989
December 11-14, 1989

N.Y.C., NY
Chicago, IL
Atlanta, GA
Philadelphia, PA
L.A., CA
Chicago, IL
Columbus, OH
S.F., CA
N.Y.C., NY
Orlando, FL
Anaheim, CA
Atlanta, GA
Chicago, IL

SUCCESSFUL SALES CALLS-REF #5540

- Designed for salespeople with at least 2 years of experience.

September 6-8, 1989
September 27-29, 1989
November 13-15, 1989
November 29-1, 1989
December 18-20, 1989

N.Y.C., NY
Chicago, IL
S.F., CA
Chicago, IL
Atlanta, GA

For more detailed information please call Judy Segal, Program Director, American Management Association, at (518) 891-0065. Remember you must get the proper approvals before scheduling any course(s).

(from Customer Service Update on page 7)

ARA - Annual Requirement Agreement is a written confirmation of non-standard pricing set for Computer Tape and 3480's. (Send To: Contracts Administration, M/S 00-32)

BOSS 2.3 UPDATE

The conversion to 2.3 is well behind us now. All of us in Santa Clara worked long and hard on the implementation project and are very proud of the results.

The re-entering of the backlog was completed within two days while simultaneously taking current orders. We experienced very few delays and in

almost all cases, the transition was invisible to our customers.

Currently, each Order Administrator takes and enters approximately 85% of all orders directly on-line while on the telephone. Although it may take a few moments longer to place, in return, you receive a confirmation order number, availability of product ordered and a credit status. This eliminates follow-up calls later for your order status.

On or about the sixth day of each month, all Regional Managers receive a Customer Master Report to be distributed to each Sales Rep. In 2-3 months, MIS will print the report directly to each Rep, the same way that you currently receive the MTD Shipments and Daily Customer Activity Reports.

This report is very important to review for account accuracy on Segment codes and Rep numbers. It also provides the customer "Bill-To" and "Ship-To" codes required when placing an order. This will help to ensure the accuracy of the "Ship-To" address for your customer. Providing this information at the time of order placement has made the entry of orders more efficient; with status information available immediately.

We are continuing to make improvements to BOSS 2.3 to provide additional information faster and to improve our service level. Many thanks to Field Sales in providing helpful cooperation during this transition. The teamwork is paying off!