

Salesbeat

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THE COMPUTER HISTORY MUSEUM



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A Letter From Mark Klein

The Winning Formula!

I have looked forward to the publication of "Salesbeat" for some time. "Salesbeat" was created as another way of recognizing your outstanding sales performance, disseminating any timely sales news, and passing along any other tips that could aid you in your work.

But remember that this is *your* newsletter and that any input from you is invited. Any stories and story ideas for future issues should be directed to Kerry Swanson, the editor of "Salesbeat."

Publication of this first issue comes at a time when many shining stars among our team deserve recognition. The tough business climate has been particularly challenging this year. In spite of this, some outstanding sales and service efforts have resulted in major victories, direct and indirect, in all product areas. These big wins have been earned in the face of stiff competition from our major competitors.

How is it that we, Memorex, seem to have the winning formula in confrontations with IBM, 3M, CDC, Dysan, and others?

One part of the winning combination is product and price. But more critical is the added value that quality sales and service make on the buying decision. We have quality in product, quality in service, quality in performance, and quality in everything we do — from manufacturing to post sales servicing. We also must react to every customer request with the same sense of urgency regardless of the revenue involved. This uniform quick response is prompted by remembering that the prime buying motivator is: "People buy from people they like."

Keep providing that added value — quality — and we'll continue to tip the scales in our favor in the really close contests.

Your positive attitudes in field sales during these particularly trying times have been very impressive. The thoroughness and focus of your individual business plans have been excellent as has the spirit with which you have been meeting your goals. This kind of aggressive posture is crucial to winning the really "big ones."

Thank you for your dedication thus far in 1982. I urge each of you in our sales organization to deliver your revenue forecasts for the last half of 1982. And, I urge each of you in Field Customer Service to continue to provide the high level of service you've exhibited and that customers have come to expect from a company that values quality as highly as ours.

I'm sure I speak for the balance of our staff here in Santa Clara when I say we'll do all we can to assist your efforts.



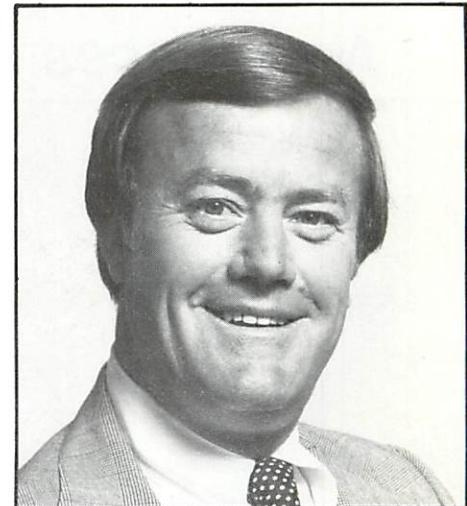
Four Reps Win Gourmet Prizes

Four sales representatives have been named winners in the "Make The Total Call" promotion held during the second quarter. Each winner receives \$500 worth of Pfaelzer Brothers gourmet items.

Bob Wheatley, Western District; Mike Brenegan, Midwestern District; Dave Hiller, Eastern District; and Jim Waddell, Southern District all won the promotion for their districts for making the most thorough, most

researched, and most creative sales presentation. Each contestant prepared and presented a "call" to an actual distributor of their choosing witnessed by the district manager and district program manager.

Each winner was sent a letter of congratulations from Mark Klein, vice president, National Sales and a Pfaelzer Brothers of Chicago catalog from which they could pick out \$500 in the finest gourmet foods.



Mark Klein

MPG Sales Training Classes Under Way

A unique sales training program, the Sales Employee Development Program, has been developed by the Sales Training and Education Department and is now underway.

Thought to be the first training program of its kind, SEDP has been designed to develop skills of future Memorex sales representatives in four program phases. Each phase informs, involves, and allows for practice in a variety of activities.

The Prerequisite Phase (Phase I) includes eight weeks of on-the-job training coordinated with the use of an activity guide and activity support materials.

The Sales and Product Phase (Phase II), which is conducted in Santa Clara, is a two-week session of lectures and programs that focus on product knowledge, proposal writing, presentation skills, and customer-oriented selling (COS).

The Synthesis/Application Phase (Phase III) provides students with eight weeks of on-the-job application of skills learned in the previous phases.

The Preparation/Evaluation Phase (Phase IV) concludes the program ensuring that SEDP objectives have been met with review and evaluation of activities completed in Phase III.

The Sales Employee Development Program is required of all sales representatives new to the computer media field.



FROM THE KEYBOARD

Customer Service & Order Entry 1982

New Faces Join Team, Holbrook Promoted



ANNETTE GORDON, a former New York resident, was hired in September as the new secretary for the Field Customer Service Group. Besides her secretarial duties, Gordon will assist the Western District Customer Service Group. She will help prepare training manuals, policies, and procedures for the Business Systems Support Department.



BETH HOLBROOK was promoted to order administrator for the Western District June 1. Holbrook, a former secretary to the Field Customer Service Group, will be responsible for direct and sales representative order contact and the processing of all returns for all three MPG divisions.



NANCY LARSON became the newest member of the Midwest/Central Support team in August. Larson is responsible for order entry, customer service returns, product return requests, and incoming calls in Texas, Oklahoma, and Louisiana for the Southern Sales District. She comes to Memorex from the Meyercord Company, where she worked in both sales and customer service.

Santa Clara Workshop

Evaluator Drawbacks Unveiled

The only true computer tape evaluator is the computer itself, according to the leaders of a recent tape evaluation workshop held in Santa Clara.

The 8-hour workshop, held for Media Products Group district managers and district program managers, emphasized that an actual computer system is the best evaluator of computer tape. Workshop leaders Jeff Walls, Western U.S. senior field engineer, and Michael McCorkle, Eastern U.S. senior field engineer, concluded that computer tape customers should compare readouts from a tape evaluator — such as the Graham Inspector IV — with on-line readouts from an error reporting system — such as the Reliability Plus program.

McCorkle and Walls compared and demonstrated three off-line evaluators manufactured by Graham Magnetics, Computer Link, and Data Devices. Several on-line evaluator programs were discussed and results from their reports were compared with the results of off-line evaluators.

Both engineers found that off-line evaluators can be unreliable, may not truly duplicate conditions created in a system, and can sometimes even damage tape. In addition, the Inspector IV is not compatible with American National Standards Institute (ANSI) requirements for error classification at 6250 BPI.

McCorkle and Walls also noted that Graham and Computer Link evaluators produced printouts which sometimes make it difficult for users to find the location of a tape error.

Errors are also not detected on some off-line evaluators the same way errors are detected on an actual computer system. The difference can lead to misconceptions about the quality of a computer tape.

"An off-line evaluator is designed to detect as many errors as possible, while a computer system is designed to correct as many errors as possible," according to McCorkle and Walls.



KATHY CLASS

The newly created positions of data entry specialist have been filled in the Midwest and Eastern Districts. KATHY MARTIN was assigned to the Eastern District as a data entry specialist and KATHY CLASS as data entry specialist for the Midwest District. Martin and Class will be responsible for entry of all orders and local training and integrity of files.

MOVIN' UP

The Changing Faces and Changing Places Of The Media Products Group Sales Force



Barry Taylor

Midwest District

SUE LINZING was promoted to sales representative August 1 and put on quota in the Midwestern District. Linzing will cover the Chicago metropolitan area. She joined Memorex in late 1981 as a sales trainee after earning a B.S. degree in Marketing from Northern Illinois University.



Sue Linzing

Southern District

BARRY TAYLOR joined the Southern District in February locating in Charlotte, North Carolina. Taylor covers the Northern Carolina, Southern Carolina, and Tennessee. Originally from North Carolina, Taylor recently attended the Acadia University in Wolfville, Nova Scotia, Canada. He graduated from Acadia in 1980 with a B.B.A. degree in Marketing.



Jim Waddell

JIM WADDELL, who came to Memorex in May, has become the new distributor account representative for Florida and is located in Tampa, Florida. Wadell was previously employed at McGregor Printing.



Jim Grennan

Western District

He may be new to Memorex, but Sales Representative JOHN POLLOCK is no newcomer to the data processing world. Pollock, the new Northwest area account representative, has been in the data processing field for 11 years. He joined the Western District on August 15 and is now based in Seattle, Wash. He has been a sales manager for Lanpar, Ltd. in Toronto, a sales representative for Carter Phone Communications of Dallas, and an instructor in aerospace ground equipment for the U.S. Air Force.



Connie Feinstein

Pollock is now responsible for covering the Washington, Oregon, Idaho, and Alaska territories.



Suzanne Davis

JIM GRENNAN must feel a bit like a stranger in a strange land. Grennan started direct sales in Los Angeles June 1 after transplanting from New York City. He is now one of three sales representatives who cover the Los Angeles area for the Western District.



Bill Rodgers

Grennan comes to Memorex from Case Data Products, a 3M distributor in Manhattan and graduated from Rutgers University with a B.A. in business administration.



John Pollock

NENA CORMIER-MITTERHOLZER returned to the Media Products Group October 1 as senior sales representative for the Rocky Mountain states. Mitterholzer is based in the Denver office for the Western District. Mitterholzer left Memorex in September 1981 after covering the San Francisco Peninsula area for the Western District and after holding several administrative and sales support positions for Memorex.

CONNIE FEINSTEIN joined the Western District October 1 as a sales trainee. Feinstein relocated from Kirkland, Washington and will be based at the Western District's Santa Clara office. She comes to Memorex from McGraw Hill where she was managing the sales and service of computer services to real estate businesses in the Pacific Northwest.

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Phase II Training Graduates

Ten sales representatives completed a one-week Sales and Product Training (Phase II) section in September as part of the new Sales Employee Development Program. Wrapping up a week of lecture and programs on Customer Oriented Selling (COS), product knowledge, proposal writing, and presentation skills, the class met at the Mirassou Winery in San Jose for dinner, wine tasting, and the presentation of certificates. Above, Eastern District Sales Representative Scott Bounty (right) receives his certificate of completion from Training Specialist John Gercon, who presented the class. Other students included Jim Grennan, John Pollock, Barry Taylor, Missy Northrup, Bill Rodgers, Jim Waddell, Mark Allen, Sue Linzing, and Janie Whittaker.

MOVIN' UP

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SUZANNE DAVIS, a former Boston resident, joined the Western District's support team on June 21. Davis is the new administrative assistant for the district, which is headquartered in Santa Clara, Calif. She was a field secretary for Watkins-Johnson and attended the Salem State University.

Eastern District

BILL RODGERS joined the Eastern District sales force in April and now covers the Baltimore-Washington D.C. area. Rodgers comes to Memorex from Grover Computer, a computer media distributor in the Baltimore-Washington D.C. area.

Top Brass Award Could Be Yours

Those sales representatives who clinch a big win, achieve something incredible, or make the extra effort that counts deserve recognition.

So, sales reps who add that "something extra" during the second half of 1982 could be nominated for the "Take The Lead" Brass Kuberrand contest. Nominees are selected by district managers and district program managers whenever appropriate and the winners are chosen by Mark Klein, vice president, National Sales.

Winners are awarded a 2.2 lb. solid brass Kuberrand (not Krugerrand) inscribed with "Take The Lead," the winners name, the date, and your accomplishment.

Nominees will be accepted through Dec. 31, 1982.

Besides becoming a sales representative, Rodgers also became a father when his wife gave birth to a baby boy in August.

BOB STROEBEL was recently promoted to assistant district manager for the Eastern District. Stroebel will now share the duties of District Manager JOHN BATY while RICH KELLY moves into the district program manager slot. Stroebel, like Rodgers, also recently became the father of a 9 lb. baby boy in September.

Other Eastern District changes include:
* DAVE HILLER is now the distributor account representative for the New Jersey area.

* SCOTT BOUNTY, a sales trainee, now handles direct sales in northern New Jersey.
* Former OEM representative ANN BRANSFORD now handles direct sales in Manhattan.

OEM

BOB BENEVENTO, who used to cover Manhattan for direct sales, has joined the OEM sales force and will cover the Northeast area.

Former Philadelphia senior account manager VINCE TARPEY was promoted to OEM programs manager on June 1 and relocated to Santa Clara, Calif. Tarpey is now responsible for the integration of Burroughs and OEM sales training. He's a 12-year veteran of Memorex.

SALESBEAT STANDINGS

Area Rankings Through August

#1	Midwest	95.5
#2	Eastern	81.2
#3	Southern	79.1
#4	Western	74.1

Salesperson Rankings Through August

Name	% of Quota
#1 George Ansier	142.3
#2 Gloria Edwards	127.0
#3 Bill Rodgers	118.5
#4 Art Einhorn	110.2
#5 Jerry Paluch	107.8
#6 Rick Finn	98.0
#7 Bob Wheatley	95.9
#8 Jim McLeaster	91.2
#9 Richard Freeman	90.5
#10 Bruce Patten	89.9
#11 Jim Grennan	89.4
#12 Jim Lankford	86.3
#13 Burt Uday	82.5
#14 Rich Joseph	80.5
#15 Mike Kirsche	78.7
#16 Mike Brenegan	78.7
#17 Jim Rozelle	78.2
#18 Jim Waddell	75.7
#19 Earl Mock	72.9
#20 Barry Taylor	72.8
#21 Dave Hiller	72.7
#22 Jim Burkhardt	68.6
#23 Bernie Reeder	66.9
#24 Stan Deptula	64.3
#25 John Profanchik	62.8
#26 Jane Whittaker	61.0
#27 Dean Tibbitts	56.7
#28 Missy Northrup	54.3
#29 Ann Bransford	50.3
TOTAL	85.0%

Five Reps Win Sweep 'Steaks'

The five top quota-to-revenue salespeople for the second quarter have been named and sent their beefy prizes.

Bob Wheatley, Western District; George Ansier, Midwestern District; Richard Freeman, Southern District; Jerry Paluch, Eastern District; and Mark Allen, OEM all had the highest quota-to-revenue performance for the second quarter. Each will receive an assortment of the finest filet mignon and strip steaks from the Pfaelzer Brothers of Chicago.

Each winner was also sent a short note of congratulations from Mark Klein, vice president, National Sales.

Rick Finn, Bob Benevento, Bruce Patten, and Dick Meyers won the first quarter Sweep "Steaks" competition. Third quarter winners will be announced in the next issue of SALESBEAT.