

"SELL VALUE"

Group of approx. 40 Sales Engineers & Sales Mgrs. in
Los Angeles sales office

...2/3/58

LD Miles

Past buyers buy value - not products

Value - lowest cost rel. function

Examples

Function - (1) work	use	reliable perform use function
(2) sell	customer bring	effectively make buyer want to buy it.

(1) Ex. perf. use function

<u>Res. Lab</u>	Gen. Eng. Lab
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oriented iron

iron crystal

I-50

new magnets

Mfg. Lab

Chipless Mfg.

Plastic Tooling

Value program

Value-time

Prompt competent help in clinches and emergencies

Find who calls shots - sell him value by his standards -
not ours.

(MAKE ME FEEL IMPORTANT)

(2) Effectively cause buyer to want to buy

chromium - butter conditioner - yellow paint

What is the "buy" to the buyer -- "checkout"

Self esteem

Keep boss off my neck

Keep bookkeeper off my neck

Something to make a good report

A plug in mgt. - FW - 22 - 60 - 30 - 20,000 -

Sell self respect? \$6000 - \$4000

Future profit?

Sell

What turns the shift...Engrg. solutions & problems

What causes the buyer to buy?

We're trying to have only cost in our products that make them work or sell

We are trying to teach our buyers to buy functions - not products; i.e....what makes
them work or please

M/