

To

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DATE

SUBJECT

SAVE
1978
FILE

While sorting old papers, I came across an interesting project at GE. As you lead SAVE it might be the direction of a new and vital thrust for it.

We often found VA/E, used as a sales tool got orders GE wanted. To communicate this added tool for the salesmans kit, we set up a specific program and kept exact data which we could communicate to other sales Depts. Sales manager ^{Ed Bush} wanted and never could get, motor business from one large potential customer, so we chose it. Results are self explanatory.

In spite of these planned and proven results, it didnt fly in GE. Mainly for two reasons. 1. Sales managers, who had become leaders in their areas by years of training and experience, viewed it as a competitor and reacted antagonistically by showing accounts they had built up by other means to communicate, "theres nothing special about this". Probably fear of embasrassment was an important factor. 2. Some high Sales Dept officials issued word that, "anyone attending a VA seminar, would be fired".

Billions are spent on advertising and other means to get sales. It is probable that the use of our techniques to get sales is also economically valid.

Commercially

Best of Success,

Larry

KWIK-MEMO