

CLEVELAND MANAGEMENT MEETING

Arrangement of sales people.....2/4/64.....L. D. Miles

Approx. 60

Next to top mgmt level

Also GE sales personnel and special guests

Evaluation - 90%

You ^{want understanding}
~~are~~ -- individuals

You want act on proof.

What VA is not

Understanding VA

New tech.

examples

Psycho.

Search

Understanding Mgr.

Results

Man has hard job

Man is smart onto his job

Every one else would do worse

More profits thru VA

Environment

Warm Blood

Kirksite

Rope