



John Minck

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Dave White - Woodbury
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Bob Forman - King of Prussia
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Booth Standing Reminder

I've made a few observations of booth-standing practice at recent RF & MW Symposia and would like to ask for a real professional approach to booth-standing principles, by all factory and field folks, both old and new.

It is costing about \$125.00 to get each customer to our RF symposia. These are key microwave customers, so it is well worth the \$125 considering that McGraw-Hill says a 1-hour industrial sales call is now about \$173.

1. The objective is to be talking with customers, not with other HP factory, field people, or receptionists. You stop the customer walking through the exhibit not by saying, "Can I help you?", but instead, "Have you seen our new Noise Figure Meter? or "What sort of microwave work are you doing?"
2. I assert that a customer should not have to stand drinking coffee by himself or sitting alone eating lunch while our factory and field people all cluster together. Even if a customer belongs to another F.E., I feel that courteous hosting says we can walk up, introduce ourselves, and have lunch while pitching products.
3. There are many customers who arrive early and make their first run through the equipment exhibit from 7:30 - 9:00 a.m. It's important to make them feel at home early, to offer them coffee, give an overview, and make them want to take time during the day to come back to look in more detail.

I guess the watchword is to be aggressively friendly. Take advantage of the fact that customers are captive for 6 - 8 hours.

I realize this is like preaching to the choir and we all realize good sales principles. But I observe that we have tended to forget them and thus waste a tremendous captive selling opportunity.

If you agree, would you pass the word to your troops?

JM:sm