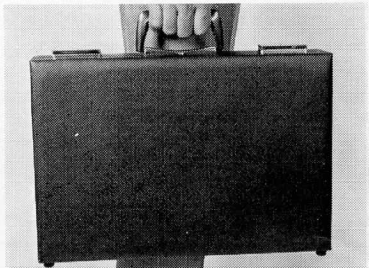
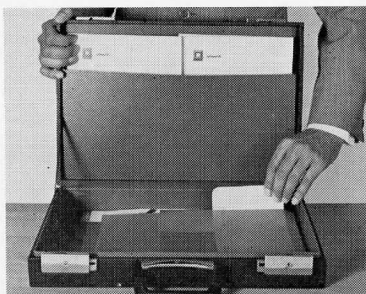


Sales Representatives to get executive-type case

Sales Representatives—get busy with your pressing irons and clothes brushes. You'll need them if your appearance is to match the elegant document case you'll receive this month. Tough, rigid, with black, grained exterior and dark-red interior, this new sales aid will boost your air of a top executive.



All Sales Representatives below Supervisor will receive the new case. It has been specially arranged to assist them with their sales approach and presentation. Opening a case to reveal a neat and impressive array of well-designed literature will help the Representative to capture his prospect's interest. (Very few people can resist the chance to see what's inside another man's case!) Then once the ice is broken, the Representative can move smoothly and naturally on to the next stage by instantly selecting the sales aid most likely to appeal to the prospect.



A four-part plastic insert will enable the Sales Representative to keep his leaflets and specimens separate and in the correct order to match his sales sequence. These contents have also been reviewed and several new aids are being prepared which have been soundly based on field experience of what Sales Representatives really need. Full details of the case contents for particular types of Representatives will be sent shortly to all Branch Managers.

