

olivetti

NEWS LETTER

British Olivetti Ltd. - 30 Berkeley Square, London W 1



6,327 Sales Leads from Exhibition

This year's B.E.E. best yet

Although the total number of people to attend the 1966 Business Efficiency Exhibition dropped by 10%, compared with last year's attendance, the British Olivetti stand was busier than ever. This year we had more visitors, almost doubled our sales, and recorded an all-time high of 6,327 requests from potential buyers who want more discussions or extra demonstrations.

Think of it: over six thousand genuine prospects gathered in only ten working days. Over six thousand potential buyers now waiting for Olivetti Sales Representatives to call. Get in there, Gentlemen, and make the most of these red-hot leads. Because here's something else to think of: it took a lot of sustained effort to win these requests for a follow-up.

Stand Manager, Mr. J. E. Stewart, for example, ended the Exhibition 7 lbs. slimmer and he for one isn't going to be happy if his efforts are wasted. (Particularly since not all

that lost 7 lbs. was fat. Tall, and thus near to the 560 light bulbs which, to quote Italian stand-designer Bonfante, "brought Italian spring to an English autumn", he lost some hair too.)

Mini Skirts

Without a doubt the British Olivetti stand was the most successful of the B.E.E. One visitor summed up the Exhibition as "Mini skirts and the Olivetti stand"; a wry comment on the methods many other exhibitors used to attract attention to their wares, and a compliment to our dominance. As usual we used colour, good design, and slick presentation (example: closed circuit television for the Programma) to bring prospects to our stand, but when it came to the crunch, it was the machines that held the interest of the visitors. After all, that's why they came to the Exhibition—and why we had a record number of them on the British Olivetti stand.