

# On-target sales staff strike gold

OLIVETTI'S sales staff are an outstanding lot – judging by the number of recipients of the coveted Gold Badge award.

Bill Dalziel of Major Accounts went one better though. He won a gold pen for sales of over £1 million.

The gold label badge and certificate are given to people who have exceeded their sales targets.

At a lunch at Stringfellows Club, 37 Gold Badges were awarded to hard-working sales personnel throughout the company.

Pictured here are golden girl Janet Robinson (below left) of Major Accounts, and Bill Dalziel (above left) receiving their awards from Managing Director Paolo Tosi.



## MAJOR ACCOUNTS

Tom Birch  
John Bycroft  
Mike Cavanagh  
Harry Grey  
Bob Haacke  
Nick Hamilton  
John Hope  
Paul James  
Colin Newberry  
Derek Pettit

## BUSINESS SYSTEMS

Janet Robinson  
Ian Scobie  
Robert Thornton  
Robin Wells  
Hossein Atri  
Timothy Granger  
Matthew Harrington  
Peter Mann  
Graham Norton-Standen  
Colin Teasdale

## RETAIL DIVISION

Chris Welsh  
Stuart Winter  
Colin Young  
Roger Bohr  
Ronnie Gourlay  
Alan Hammond  
Ken Harvey  
Ralph Nag  
John Sims

## MICRO DIVISION

Richard Stolarski  
Steve Wildman  
Tony Boundy  
Sid Cochrane  
David Cox  
Dermott Hill  
Len Horton  
David Riggs

**GOLD PEN: Bill Dalziel**

## DELUXE MEMORY TYPEWRITER

RETAIL DIVISION is running a special promotion on the ETV 240, using national press advertising and a financing package to tempt would-be purchasers.

The campaign is designed to ensure that people understand the exact position of the ETV 240 in Olivetti's range of typewriter products.

Ken Harvey, Product Manager in Retail Division explains: "Because the product has a screen and we have recently had a videotyping campaign, we need to inform the public that this is a deluxe memory typewriter, not a low quality word processor.

"It's as simple to use as any memory typewriter, but the large screen allows the operator to check spellings and layout much more effectively than on a 'thin window' machine."

As part of the campaign,

### Introductory offer

there is also an introductory offer of interest-free finance to the end user, and a £300 trade-in allowance against their existing typewriter.

The campaign was launched with the appearance of the first adverts in the national press on 28 May. Further adverts appeared in early June.

As with all Olivetti typewriters, the ETV 240 can be upgraded by the user allowing use of memory cartridges, a 3½ in disc drive unit or both, to provide unlimited external storage.

## Tragic loss to Grand Prix

ELIO DE ANGELIS, Formula One driver for the Olivetti Brabham BMW team, died on Thursday 15 May following a horrific accident on the Le Castellet circuit in the South of France.

28-year-old de Angelis had been racing in Formula One since 1979. He spent six seasons with Lotus before joining the Olivetti sponsored team this year, and had accumulated 122 world championship points.

This was the best performance by an Italian driver since the 1950s and was built on a consistent ability to score high places, rather than on outright wins.

Elio had two Grand Prix wins under his belt, in Austria in 1982 and in Imola, Italy last year. His consistency was illustrated by the fact that he finished in the top six in 43 of his 108 races.

He will be mourned by all followers of Grand Prix.

## Maroni joins board



CONGRATULATIONS to David Maroni, who was appointed a board director of British Olivetti at a board meeting on 11 June.

Mr Maroni's appointment follows a long and distinguished career with Olivetti, which he joined in 1953 "quite by accident", as a salesman. Since then he has headed Dealer Division, Agents Division and directed operations of over half of the UK's branches, including London which then had 13 offices and 400 staff.

During his 34 years with the company, Mr Maroni has seen many changes. "To give an idea of the progress of the company and its products, the first calculator I sold cost nearly a year's wages."

He has been active outside Olivetti in related areas and advises companies such as MicroAge, Acorn and TABS on corporate image. He is also a member of the Press Council.

Cultural and academic interests include serving on the National Council for Academic Awards, the British Rail Board of Design, the Council of Business Sponsorship of the Arts, the board of the Business and Technical Education Council, and he is Chairman of the Centre for Design Studies. "Every organisation I am involved

with," says Mr Maroni, "has bought something from Olivetti.

"Serving on these councils," he explains: "gives me the opportunity to meet Chairmen and Chief Executives of some of the largest UK companies, our potential customers, on equal terms – although the drawback is I rarely have an evening at home."

Recognising his hard work, the Royal Society of Arts awarded Mr Maroni the Bicentenary medal for his efforts in getting industry to understand design, and last year he was made an honorary fellow of the Society of Chartered Designers along with Sir Peter Parker and Sir Monty Finnistone.

One of Mr Maroni's recent achievements was to persuade Prince Andrew to accept the presidency of the Photographers Gallery.

Mr Maroni's main concern on the board will remain the company's corporate image including advertising, public and press relations and all sponsorship.

WHAT'S THE NAME ON THE NEW RANGE OF PC'S ON HIS DESK, HIS DESK, HIS DESK & HER DESK?



(CLUE: THEY MANUFACTURE ONE PC EVERY 15 SECONDS)

CURRENTLY appearing in the national and specialist press is this advert for Micro Division's new line-up of personal computers. Also scheduled to appear in a Financial Times