

INTERMEDIATE Conference



Introduction

Meeting Chairman: If we are all here, let's get started. First of all, I'd like you to

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Meeting Chairman: Welcome Giovanni. The arrival of our national sales director, Andrea Loomis, can't be with us today. She is in Kobe at the moment, developing our Far East sales force.

Reviewing Past Business

Meeting Chairman: Let's get started. We're here today to discuss ways of improving sales in rural market areas. First, let's go over the report from the last meeting which was held on June 24th. Right, Tim, over to you.

Timothy Robbins: Thank you Marco. Let me just summarize the main points of the last meeting. We began the meeting by approving the changes in our sales reporting system discussed on May 30th. After briefly revising the changes that will take place, we moved on to a brainstorming session concerning after sales customer support improvements. You'll find a copy of the main ideas developed and discussed in these sessions in the photocopies in front of you. The meeting was declared closed at 11.30.

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Beginning the Meeting

Meeting Chairman: Thank you Tim. So, if there is nothing else we need to discuss, let's move on to today's agenda. Have you all received a copy of today's agenda? If you don't mind, I'd like to skip item 1 and move on to item 2: Sales improvement in rural market areas. Jack has kindly agreed to give us a report on this matter. Dick?

Discussing Items

Dick Majors: Before I begin the report, I'd like to get some ideas from you all. How do you feel about rural sales in your sales districts? I suggest we go round the table first to get all of your input.

Ralph James: In my opinion, we have been focusing too much on urban customers and their needs. The way I see things, we need to return to

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Janine Lynch: Well, we provide our city sales staff with database information on all of our larger clients. We should be providing the same sort of knowledge on our rural customers to our sales staff there.

Dick Majors: Would you like to add anything, Chelsea?

Chelsea Catalan: I must admit I never thought about rural sales that way before. I have to agree with Alice.

Dick Majors: Well, let me begin with this Power Point presentation (Dick presents his report).

Dick Majors: As you can see, we are developing new methods to reach out to our rural customers.

Ralph James: I suggest we break up into groups and discuss the ideas we've seen presented.

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Finishing the Meeting

Meeting Chairman: Unfortunately, we're running short of time. We'll have to leave that to another time.

Dick Majors: Before we close, let me just summarize the main points: Rural customers need special help to feel more valued. Our sales teams need more accurate information on our customers. A survey will be completed to collect data on spending habits in these areas. The results of this survey will be delivered to our sales teams. We are considering specific data mining procedures to help deepen our understanding.

Meeting Chairman: Thank you very much Dick. Right, it looks as though we've covered the main items. Is there any other business?

Donald Peters: Can we fix the next meeting, please? Meeting Chairman: Good idea Donald. How does Friday in two weeks time sound to

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