

IN NEW YORK ZONE...

RMA



**SELLS CORVANS BY
THE CARLOAD!!!!!!!!!!!!**



Carloads of Corvans and Greenbriers leave Flint Assembly Plant for dealers in New York Zone. Shown left to right are W. L. Mosher, Jr., Regional Plant Manager; W. M. Dillon, Traffic Manager, Flint Assembly Plant; J. E. Conlan, Asst. General Sales Manager, Commercial and Truck; H. Andersen, Manager, Commercial and Truck Dept.; T. M. Schooley, Manager, Flint Assembly Plant.

“CORVANS BY THE CARLOAD” PROMOTION

UPS SALES IN NEW YORK ZONE...

Prior to the “Corvans by the Carload” promotion, sales of all makes of trucks in the Corvaire 95 class averaged about 400 units per month in the New York Zone. Corvaire 95 sales averaged only about 70 units per month, less than 18% of the market in this weight class.

By selling dealers the **Right Mental Attitude** to-

ward Corvan sales, the New York Zone achieved an outstanding record of 256 Corvans sold during October alone, the first month of the “Corvans by the Carload” promotion. With this strong impetus and continuing dealer enthusiasm, Corvan sales for November and December are expected to be even better, setting new sales records for the New York Zone!

HERE'S WHAT THEY DID...

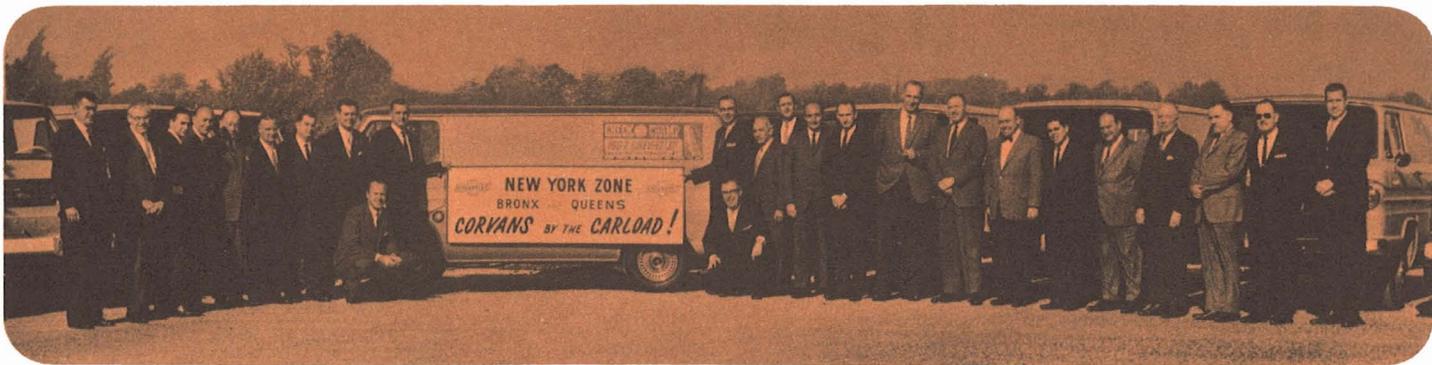


Organization meetings with Zone personnel were conducted by K. H. Eckles (standing), Zone Manager, to review Corvan product and price position, and to set "carload" objectives for the Corvan promotion to each of the seven districts in the Zone. District managers then moved out to sell RMA (Right Mental Attitude) to dealers and to accept dealer orders for Corvans.

"Corvans by the Carload" promotion moves into high gear as carloads of Corvans are received in New York Zone. K. H. Eckles is shown driving first unit of shipment down unloading ramp.



Numerous meetings with dealers were held throughout the Zone to help build the Right Mental Attitude and to discuss sound Corvan sales strategy. *Big A* (for Assign) was keynote of meetings in which dealers were urged to assign Corvans to individual salesmen. Dealers from the counties of Manhattan, Brooklyn and Staten Island met at the Americana Hotel in New York City. Circled in the photograph (left to right) are B. A. Koether, Atlantic Coast Regional Mgr., K. H. Eckles, New York Zone Mgr. and R. R. Sheehan, Regional Truck Manager, Atlantic Coast.



The Bronx-Queens dealers attended a meeting conducted by R. E. O'Brien, City Manager (kneeling, right of poster), at the International Hotel in Jamaica, New York. A unique aspect of this meeting was that all dealers drove to the meeting in Corvan demonstrators, indicating the tie-in of this national promotion effort with their "Corvans by the Carload" promotion.

Shown below is a cleverly arranged folder sent to dealers and salesmen which stresses the special importance of contacting prospects and demonstrating Corvans. Other promotional devices—"flashes" sent to dealers, meeting cards and banners, RMA buttons—were used to help keep enthusiasm at a high level throughout the Corvan campaign.

CORVANS
ARE COMING
BY THE CARLOAD
IN THE NEW YORK ZONE

IT'S ENOUGH TO DRIVE A MAN TO
CONTACT AND DEMONSTRATE

NEW
LOW
PRICE

MANY
QUALITY
FEATURES

AND
SELL 'EM BEFORE THEY ARRIVE
DURING
OCTOBER, NOVEMBER & DECEMBER

USE THE BASIC STEPS OF SELLING

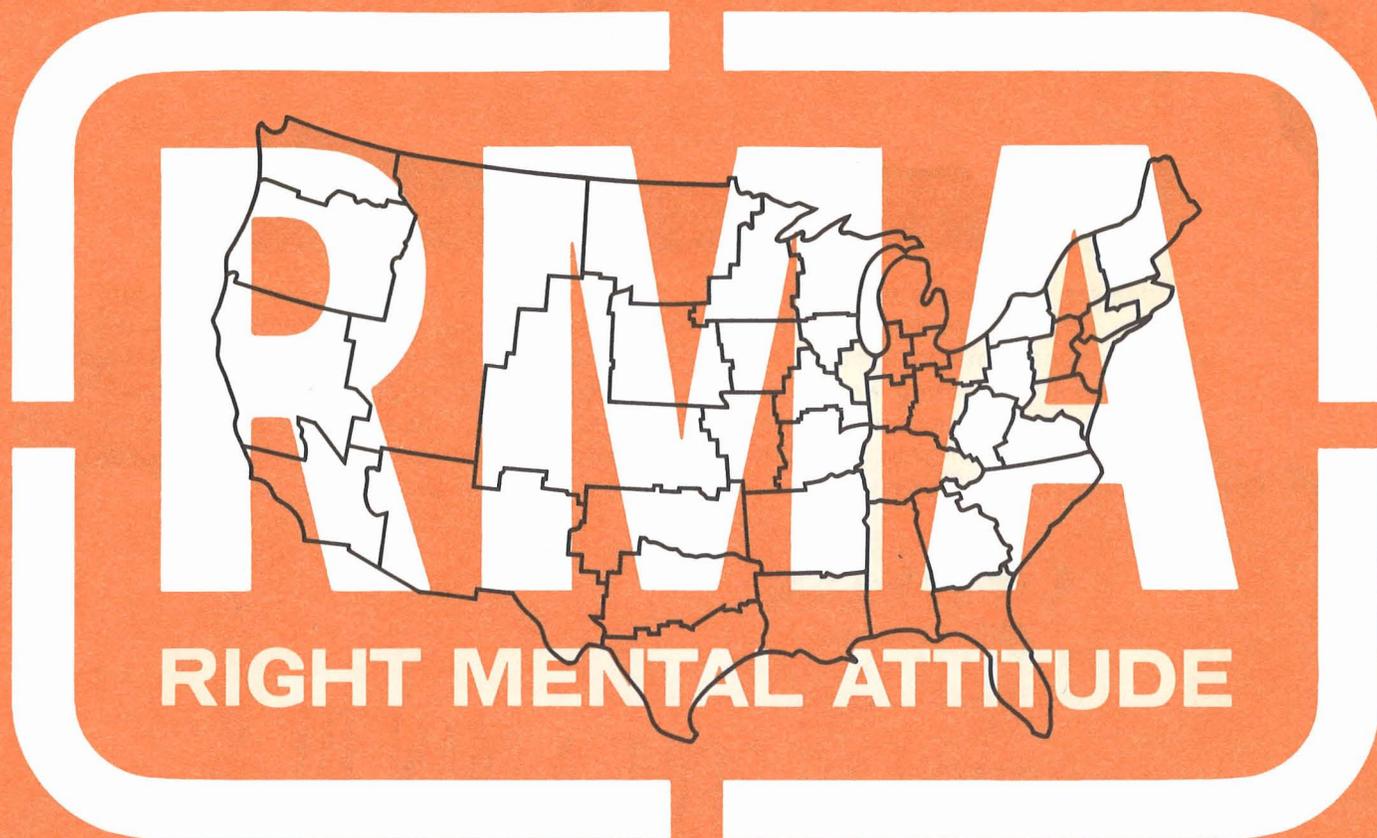
1. **PROSPECTING**—contact suggested Typical Users —use the "Yellow Pages."
2. **PRESENT FEATURES**—explain "CORVANS" quality advantages over our competition.
3. **DEMONSTRATE**—use your 1963 "Check the Champ" Corvan Demo every day.
4. **ASK FOR THE ORDER**—get customer agreement and close the sale.

THE ONLY DRIVE YOU NEED
IS THE
RIGHT MENTAL ATTITUDE RMA
TO ACCEPT THE CHALLENGE

An important part of the "Corvans by the Carload" promotion was the competitive comparison meetings for dealers and salesmen. Pictured below are men attending a session conducted by A. C. Nahrwold,

Asst. Zone Manager. "Live" trucks were used with emphasis upon the Corvan vs. Econoline Van comparison. Summaries of competitive advantages were distributed to dealers and salesmen for handy reference.



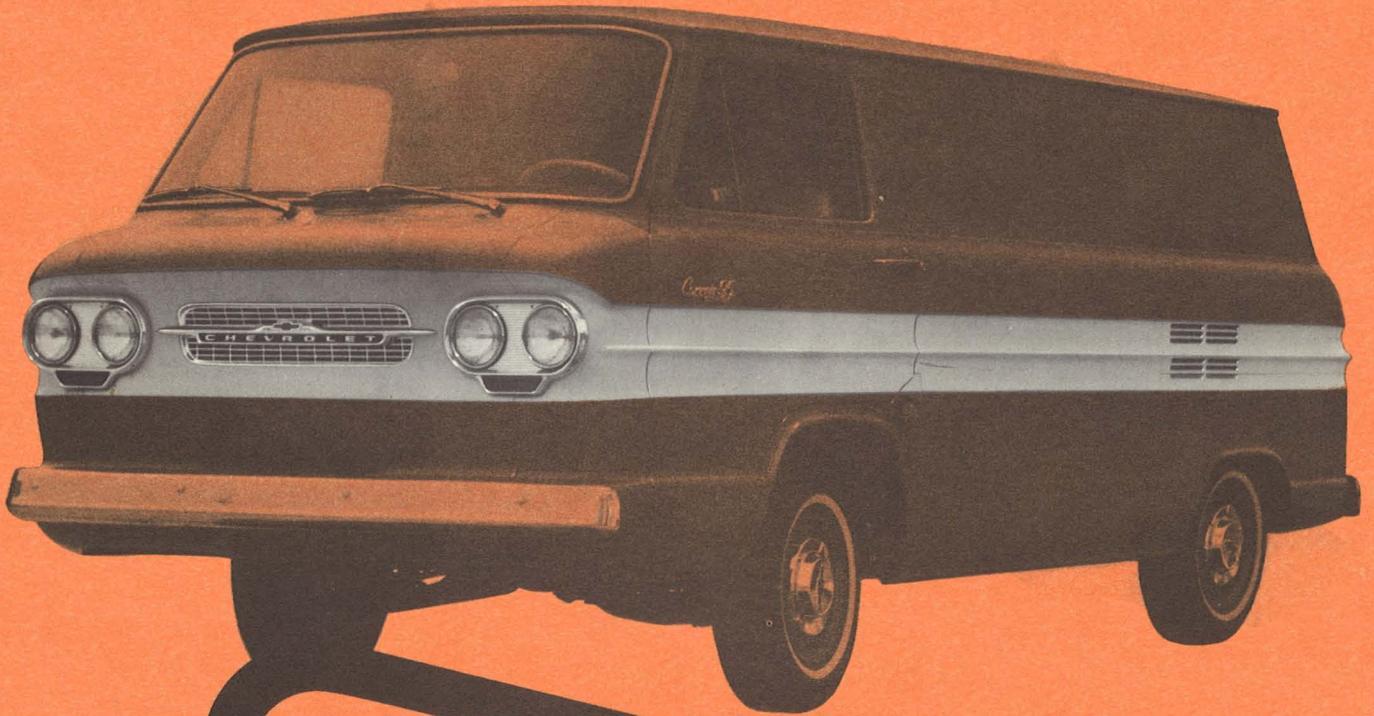


CAN SELL

“CORVANS BY THE CARLOAD”
IN EVERY ZONE

The inspiring sales success of the New York Zone in sending Corvan sales soaring upward is the result of sound promotional and selling techniques. They recognized the new sales possibilities they have in the improved 1963 Corvan—especially since it can be sold at a substantially reduced price—and they took advantage of every opportunity to develop the Right Mental Attitude in their dealers and salesmen. The result has been a most gratifying Zone campaign—one in which everyone involved should be quite proud.

Of special importance is the fact that they have shown the way—clearly established that Corvans can be sold as they've never been sold before. Just as there's more than one way to skin a cat, there's more than one way to sell Corvans. Each Zone has its special problems and peculiarities. But each Zone also has the kind of first-class selling talent that can find the best way to sell “Corvans by the Carload.” With a real professional effort in every Zone, the Corvan can become the *top* seller in its weight class!



RMA
RIGHT MENTAL ATTITUDE

