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Annual Tyre Sales Conference PROGRAMME OF EXPANSION IN 1963

ONE must hand it to our Tyre Sales Division for the enthusiasm they put into their annual Sales Conference—and the speed with which they embark upon the new selling year. As Mr Martin said in his New Year message, “a good first quarter can give us a flying start”.

Last month Brighton was the scene of this year's conference—the most southerly venue so far. An essential is the need for good conference room facilities. The Old Ship Hotel was a sound choice with excellent acoustics for so large a conference room.

There was, however, one disappointment. Sudden illness prevented W. E. Crook, General Sales Manager of the Tyre Division, from being present. His chairmanship is always outstanding. Despite being laid low by 'flu, he set the pattern for the conference with a stirring telegram from his sick-bed:

“The hour maketh the man”, and warm congratulations must go to Tyre Replacement Sales Manager Eric Schmidt, who stepped into the breach and chaired the conference as well as handling a number of sessions personally.

As a preliminary to the business sessions, our Managing Director, E. A. Martin, reviewed Company performance in 1962. This had proved to be encouraging in a difficult year. Tyre sales had reached a

E. H. R. Schmidt, Tyre Replacement Sales Manager, addressing the Conference.

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record volume of units. Results in 1962 established the base from which to expand. To ensure that the Tyre Division can make a more positive contribution in earnings in 1963, our representation in the field was being stepped up appreciably.

Mr Martin reminded all that individually we can only get out what we put into our selling efforts. “Take pride in your job, establish a unity of purpose and personal goal and we can't fail to make substantial progress.” said Mr Martin.

Our new Marketing Director, V. M. Wallis, making his first appearance at a Tyre Sales Conference, threw out a challenge: “Can we match the quality of the tyre with selling effort?” Our selling plans for 1963 are costly, and that places a heavy responsibility on everyone. “There are glittering rewards in the Rubber Industry, and remember, we are part of one of the largest companies in the world,” said Mr Wallis.

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A general view of the Conference Hall at Brighton with the Tyre Sales Division in session.



Quota Cup goes to Scotland and North of England Region



Managing Director E. A. Martin (right) presenting the U.S. Royal Regional Quota Cup to D. Wallace, Manager of the Scotland and North of England Region, which group had the best area performance in 1962 —115.3 per cent. of Regional Target.

Further details of Tyre Sales Conference on back page.

