

NEWS

magazine of
UNIROYAL LTD.

Top Tyre
Sales
Team in
1966



The South Wales & Western Region team. Standing: Roger Gibbon, Graham Edwards, Brian Drewett, Ron Napper, Ray Northover, Clive Thompson. Second from right, sitting, is Jeff Titcomb, Regional Manager, receiving the cup from K. G. Lowery, Tyre Replacement Sales Manager. Left is J. W. N. Garrod, Field Sales Manager and right, W. E. Crook, General Sales Manager, Tyre Division.

Momentous Conference for Tyre Sales

FIRST TOUR OF NEWBRIDGE FACTORY

To be successful any sales conference must have a purpose that instils a sense of urgency. Those attending the Tyre Sales Conference in Edinburgh, April 27/28, were left in no doubt about the size of the task ahead—and the urgency.

In the opening sessions General Sales Manager of the division, W. E. Crook and Replacement Tyre Sales Manager, K. G. Lowery, revealed that tyre sales were behind target. There was an urgent need to get to quota levels in what was a growth market well into the '70s. The message could not have been more forcibly underlined when the whole conference spent the afternoon of the first day at Newbridge.

This was the first organised visit of sales personnel to the new tyre plant. To anyone reasonably familiar with its progress this occasion was just as stimulating as it was to those seeing it for the first time. The very vastness of the main area which houses calendaring, building, curing was both a tonic and a sobering thought. To see automation in tyre manufacture on this level—ahead of anything in Europe and indeed the world—gave our sales people a tremendous uplift. Here at last was the efficiency, consistency of quality, that will enable Uniroyal to challenge the fiercest competition. But it was equally noticeable how this comprehensive tour evoked a keen appreciation of the selling effort needed as the higher levels of output come on stream.

Effective use of selling tools

Substantially increased sales are no pipe dream. By dint of maximum individual effort, exploiting to the full the tools of intensive advertising and sales promotion they can be achieved. Another heartening asset will be new ranges of both passenger and giant tyre later in the year as Newbridge gets into its stride. The technical details outlined by Tyre Factory Manager H. J. Drake and R. M.

A general view of the conference in session at the Carlton Hotel, Edinburgh.



W. E. Crook addressing the conference at the opening session.

Comely in charge of tyre development were eagerly discussd.

The team effort doesn't, of course, end there. This conference sought to incorporate every facet of distribution and administration which are equally important in our incessant drive towards better customer service. A. M. Watt, now in charge of Materials Flow introduced his managers, who in turn explained the function of their responsibilities to see that the goods are there on time. The problems of Credit were handled by R. D. Ritchie; the importance of top grade personnel in selling was emphasised by J. A. Glass, Director of Personnel; the plans for sales training presented by J. W. N. Garrod, Field Sales Manager; O. E. market and Field Service survey from T. E. Cooper and similarly in the field of Mileage and National Accounts from R. J. Ainslie; Retreading policy explained by D. T. Davies.

One of the highlights was the presentation of Advertising by P. J. Petropoulos, who gave some excellent examples of American techniques and a hint of what we can expect to see launched in this country later in the year. This revealing talk was warmly received.

Equally well received was the incentive schemes presented by David McTaggart of the E. F. MacDonald Company, who explained in detail how effectively these can work with dealers. Two playlets were then presented on how not to and how best to present these promotional ideas to customers. The "how not" performers were Cliff Barrett and John Gar-

The opportunity was taken at last month's Tyre Sales Conference to make the official regional and industrial awards for top selling in 1966.

The Regional Trophy went to the West of England skippered by J. E. Titcomb. We are delighted to record photographically the occasion.

TOP SALESMAN

of 1966 was Brian Gillingham not surprisingly from the same region. Brian, who has been with us for 24 years operates in Hampshire and Dorset (he claims they are the most beautiful in England). Warmest congratulations to Brian for an outstanding Sales performance. His award is sure to create competition this year among his colleagues. This is the healthy type of competition we applaud, because its success spells bigger sales.



Mr. Vallis presenting the "Salesman of the Year" Trophy to Brian Gillingham.

rod with many delightful moments of blundering humour. In the right method the characters were Jeff Titcomb and Fred Roodhouse. The spontaneous applause given to the quartette underlined how well the message had been received and appreciated by all present.

RIGHT SALES APPROACH

All were grateful to Robin Hancock, Group Buyer of Powell Duffryn Ltd. for a most instructive talk "Salesmen as seen by the buyer." This was the kind of "inside" knowledge, which may have seemed fundamental but requires reiterating time and again to ensure that our sales approach is the most effective. In his talk Mr Hancock brought out the key factors in seller/buyer relationship and the need for the former to know something of the internal responsibilities of the buyer with whom he is dealing. He also listed a number of do's and don'ts, which could make or mar the chances of salesmen in opening new accounts.

