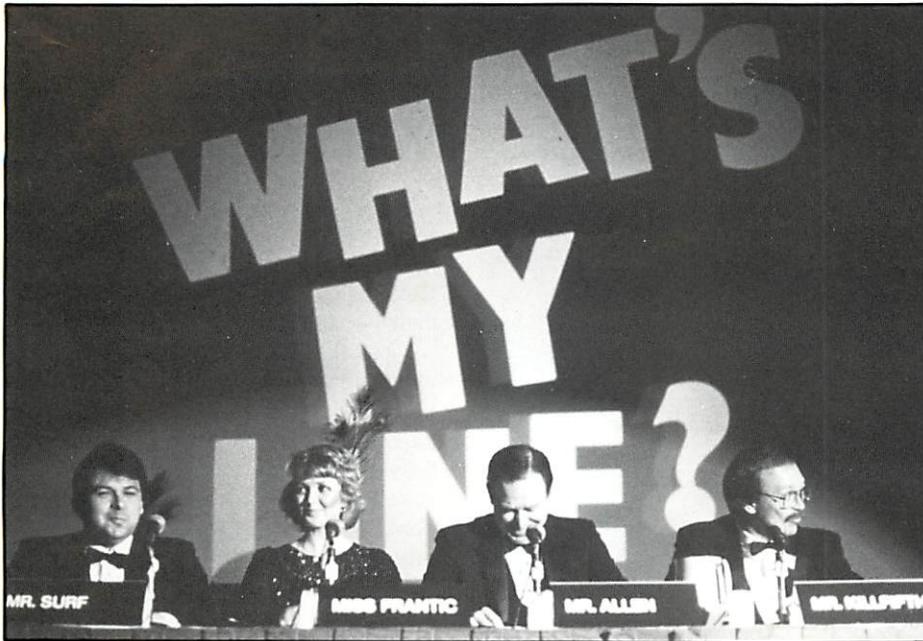


# SALESBEAT

Vol. 1 No. 3



APRIL-MAY 1983



"Is it bigger than a breadbox?" The four district managers starred in their own version of the television game show "What's My Line" during the San Diego Sales Meeting. The quartet, with moderator Vince Tarpey "Weekly," faced ET, Guido Sarducci, and a host of MPG managers during the skit.

## OEM Sales now part of District responsibilities, Tarpey promoted

The OEM sales force was integrated into the district sales management structure in April as part of several recent MPG sales organizational changes.

Mark Klein, vice president of sales, said that on April 1, Greg Powell, OEM Account Manager - West, began reporting to Western District Manager Carol Slifka and Bob Benevento, OEM Sales Representative - East, began reporting to Eastern District Manager John Baty. Positions for Midwest and Southern District OEM sales coverage were still being reviewed, Klein said.

Klein also announced that Vince Tarpey has been promoted to the newly-created position of manager-field operations/ OEM programs. Tarpey will assist him in daily administrative duties

and play a key role in OEM programs direction, Klein said. He added that Tarpey's new duties will also focus on quota assignment, sales planning, field administration, and forecasting.

"This change will allow me to spend more time in the field during 1983," he explained.

In other organizational changes, International Marketing Manager Walt Remy has assumed "total responsibility" for Burroughs account activity and coordination while continuing his duties for strategic planning and new product development, Klein said. Remy said the change makes him the liaison between MPG and the Burroughs organization for any product strategy or policy questions from the field.

## MPG speakers urge: 'Be The Best!'

Over 100 MPG sales representatives and managers attended this year's "Be The Best" National Sales Meeting March 16-20 in San Diego. Held at the beautiful Hotel Del Coronado, the "Be The Best" Meeting was packed with speeches by division general managers, MPG managers, Vice President of Sales Mark Klein, MPG President Tom Stevens, and a special address by Memorex President Clancy Spangle.

In his keynote speech Clancy Spangle emphasized that "significant investments" are being made in the media business and called on the audience to help regain MPG's former market positions.

"Primarily, we want to improve our market position, particularly on flexible disc, and we certainly want to hold our market position on tape," Spangle said.

He added that investments have been made in flexible disc production, including a recent \$4 million investment in Santa Clara's finishing capacity, to lower product cost.

"In the long run, we've got to be one of the low cost producers," Spangle told the audience. "There's no reason why this can't be the case..."

MPG President Tom Stevens spent time with the audience making sure questions about product capacity, product marketing, the exit from disc packs, supply channels and headquarters communication had been adequately answered. Stevens outlined what he called "building blocks" or key values that "form the foundation of the new MPG." These values were:

- Identify customer needs and satisfy them. "At MPG, our customers must be number one."
- Foster employee growth and career development. "I want each of you to take

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# FROM THE KEYBOARD

Customer Service & Order Entry



*Congratulations*

*Vice President of Sales Mark Klein congratulates Lynda Pickering, headquarters media order entry/administration manager, for ten years of service at Memorex. Pickering, who celebrated her 10-year anniversary in February was presented with a 10-year pin and a party in her honor.*

## Dysan "Destroyers"

### Western, Eastern reps team up to capture Sperry-Univac sales

Western Account Rep Nena Mitterholzer and Penn. Account Rep. Mike Kirsche have joined forces to become what FDMD General Manager Brendan Staveley has called the "The Dysan Destroyers."

For three years, Dysan has been Sperry-Univac's sole flexible disc supplier . . . until now. Through teamwork and persistence, Mitterholzer and Kirsche captured a third of Dysan's hold on Sperry-Univac in early March with a \$175,000 flexible disc order. Both salespeople coordinated their campaign between Sperry-Univac facilities in Bluebell, Penn. and Salt Lake City, Utah.

"We've got our foot in the door now," said Mitterholzer, who predicted that 75

percent to 100 percent of Dysan's volume on Sperry-Univac could fall to Memorex next year.

Mitterholzer, who is headquartered in Denver, Colo., credited the team's timely communication, planned strategies, and good communication of product knowledge for closing the sale.

"Mike's persistence was a key factor," she added.

In Pennsylvania, Kirsche praised Mitterholzer's "untiring, unselfish cooperation" and accomplishments in communication, finding useful competitive information, help in planning strategies and other support during the cooperative effort.

Sperry-Univac is currently also a purchaser of Memorex computer tape.

## Three OA's unclog orders, win award

Three order administrators from the Midwest District Customer Service office have been awarded Honorary Scrivener Certificates of Achievement for pitching in at the right time.

Vice President of Sales Mark Klein awarded the Scrivener to Charlene Eierdam, Cyndee Naas, and Nancy Larson who, according to Customer Service Manager Jim Funk, volunteered to ship orders to unclog a 40-order backlog. Funk said that when he discovered some earlier released orders were not going to be shipped, two administrators joined him in picking orders, banding packages, weighing shipments, and stenciling addresses at the warehouse. A third order administrator stayed in the customer service office to handle customer and sales rep inquiries.

"This enabled Media to ship all the open, released orders without carry over to the next week," added Funk. "Their dedication and concern for customers sets a high standard for all Customer Service personnel."

Southern District Manager Tom Roberts agreed that the Chicago crew should receive the award.

"These employees (and Jim) not only do their jobs well, but they do so with pride and genuine concern you don't find everywhere you look today," Roberts noted. "They are a huge part of our success and a sincere pleasure to work with." "Honorary Scriveners" are awarded to MPG employees who have made contributions "above and beyond the call of duty" or have performed exceptionally well. The awards are open to all MPG employees who have been nominated by others.

Each winner receives a beautiful framed certificate of achievement and a letter of commendation from Mark Klein, vice president of sales.

# The very "Best" honored at San Diego Sales Meeting

The "Be The Best" Sales Meeting was also an event to recognize the best among the MPG sales force. Vice President of Sales Mark Klein presented three awards during the meeting's awards banquet which included Rookie of the Year, Salesman of the Year, and District of the Year. Here are the results:

- \* ROOKIE OF THE YEAR - Jim Waddell. Waddell achieved 177 percent of quota after only seven months in his new territory in the Southern District.
- \* SALESMAN OF THE YEAR - George Ansier. Ansier reached 164 percent of quota in 1982 and captured \$2 million in new business during 1982.
- \* DISTRICT OF THE YEAR - Midwest District. District Manager Bob Scheper and District Programs Manager Larry Hermreck accepted the award for being, as Klein put it, "the classic winning team."

This year's quota achievers were also recognized during the "Be The Best" sales meeting. Each Quota Club member was presented with a Quota Club plaque and a Quota Club sweater.

Quota Club members were: George Ansier, Mark Allen, Anne Bransford, Mike Brenegan, Gloria Edwards, Art Einhorn, Mike Kirsche, Dick Myers, Jerry Paluch, Bill Rodgers, Jim Waddell, Bob Wheatley, Larry Hermreck, and Bob Scheper.

The Quota Club officers this year were: George Ansier, president; Bob Wheatley, vice president; Gloria Edwards, vice president; and Mike Brenegan, vice president. Each officer was presented a silver Revere bowl by Mark Klein. Starting a new tradition at MPG, Mark Klein awarded Quota Club President George Ansier a garnet-studded gold President's ring.

## Speakers focus on MPG goals

(Continued from Page 1)

more responsibility for accomplishing what needs to be done."

- Emotional commitment. "Just one person who doesn't have a high sense of commitment can bring the whole team down."
- Constantly think about improvements. ". . .Why not concentrate on fixing the problem."
- Ask questions and listen.
- Act. "It's amazing how many corporations are paralyzed by lack of action."

- Prioritize and focus. "Once you find your high priority items, focus on them and reach your goals."
- Lead By Example. "It's critical to practice what you preach."
- Encourage teamwork.
- Have fun. "Who says we can't have fun in what we do?"

Mark Klein, Vice President of Sales, told the meeting audience that the Group's future "sounds pretty rosy." Klein said more trained professionals will be needed in the future and that future product introductions will make MPG a "full-line supplier" once again, despite the recent exit from the disc pack market.

"At MPG, we will be adding," he noted. "Not subtracting."

### Kuberrand Winners

Four Western District salespeople also won the "Take The Lead" Brass Kuberrand contest for outstanding contributions during the second half of 1982.

BRUCE PATTEN—for being a repeat performer during 1982 and achieving 127% of quota in November.

EARL MOCK—for also being a repeat performer during 1982 and achieving 127% of quota in November.

BOB WHEATLEY—another repeat performer, who reached 141% in October.

BURT UDANY—for contributions throughout the year.

## SALESBEAT STANDINGS

### TOP TEN SALESPeOPLE OF FEBRUARY

# 1	Mike Kirsche	225.9%
# 2	Dave Hiller	197.8%
# 3	Nena Mitterholzer	195.4%
# 4	George Ansier	161.4%
# 5	Jim Grennan	155.6%
# 6	Jim Waddell	153.0%
# 7	George Phillips	150.6%
# 8	Mike Brenegan	145.1%
# 9	Barry Taylor	128.8%
# 10	Bernie Reeder	118.7%

### THE TOP TEN SALESPeOPLE YEAR-TO-DATE

# 1	George Ansier	171.3%
# 2	Mike Kirsche	170.8%
# 3	Nena Mitterholzer	160.8%
# 4	Dave Hiller	142.0%
# 5	Rich Joseph	140.9%
# 6	Stan Deptula	139.3%
# 7	Bill Rodgers	123.8%
# 8	Jim Grennan	123.0%
# 9	John Pollack	120.1%
# 10	Barry Taylor	110.9%

### OEM SALES RANKINGS YEAR-TO-DATE

# 1	Greg Powell	149%
# 2	Mark Allen	119%
# 3	Gary McLaughlin	114%
# 4	Bob Benevento	69%

### DISTRICT RANKINGS

# 1	Eastern	114.7%
# 2	Western	98.6%
# 3	Midwest	97.3%
# 4	Southern	87.9%
# 5	Capitol	53.0%

## "Coffee, tea or MPG . . . ?"

They didn't plan on it, but Bob Stroebel, Dave Hiller, and Jim Waddell had to work their way home after the San Diego Sales Meeting.

All three salespeople ended up acting as stewards when one of the stewardesses on their Continental flight to Houston failed to show up. Each "steward" really moved his tail, says Bob Stroebel, to serve coffee, tea, and booze

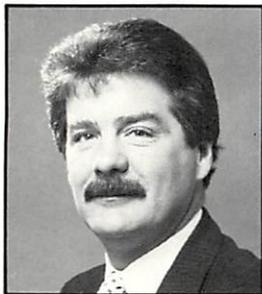
and then frantically cleaned up as the flight approached Houston.

"We really had to hustle to get everything cleaned up," Stroebel adds.

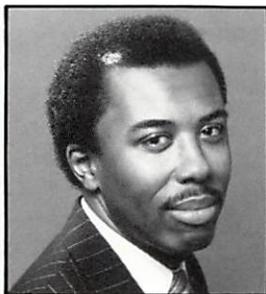
As compensation, the pilot awarded all three with plastic wings, an "Attaboy," and first class treatment on their next flight. Waddell, however, got the best reward for all the hard work. . . a lead on Continental Airlines' Data Center.

# MOVIN' UP

## The Changing Faces and Changing Places Of The Media Products Group Sales Force



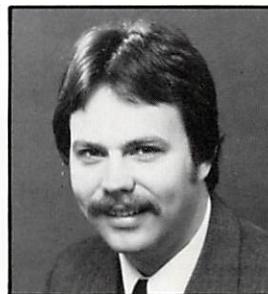
John Peterson



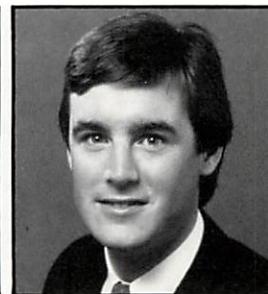
Greg Powell



Jeff Ramsay &amp; Donna Sapato



Greg Evans



Ric Purtill

**VINCE TARPEY** was recently promoted to manager-field operations/OEM programs. In his new position, Tarpey will report directly to Mark Klein, vice president of sales, and assist Klein in daily administrative duties while still playing a key role in OEM programs direction. Some of Tarpey's new duties will be quota assignments, sales planning, field administration, and forecasting.

**JOHN PETERSON** was named retail sales manager in March to lead the new flexible disc retail effort. Peterson detailed the new program at the San Diego "Be The Best" Sales Rally.

**GEORGE PHILLIPS**, a Memorex employee since 1979, has switched from service to sales. Phillips, who had been customer service manager for the Eastern Area Customer Service, is now an account representative for the Capital Region.

**GREG POWELL** has joined the OEM team as account manager for the Pacific Northwest territory. Powell, who came to Memorex from Applied Digital Data Systems, reports to Carol Slifka, Western District manager. He has also worked for General Electric's Communications Products Department, Data Products Corp., and Western Electric Corp.

**GREG EVANS** has joined the Western District as an account representative for the San Francisco Peninsula and Monterey territory. Evans comes to MPG from Ross Labs of Columbus, Ohio and was a sales representative for Ross' East Bay Area territory. Evans was also a sales rep for Occidental Paper in San Leandro and the East Bay Area. He holds a B.A. degree in Rhetoric from the University of California, Berkeley.

Great Scott! First there was Scott Bounty. Then there was Scott Wallace. Now **SCOTT SCOTT**, the Eastern District's new sales trainee, has joined MPG. Scott (or should I say Scott?) earned his B.A. degree in business administration from Theil College in Greenville, Penn.

**TERRY RHOADES**, another new sales trainee, joined the Southern District on March 28. Rhoades spent nine years managing the restaurant in the Carolinas and Georgia before coming to Memorex and earned a B.A. degree in Marketing from the University of Oklahoma. Rhoades was born and raised in Oklahoma.

Another new sales representative comes from Proctor and Gamble Distributing Company where she was a sales representative. **DONNA SAPATO**, who started on quota May 1, will be covering part of the Chicago territory for the Midwest District. Sapato holds a B.S. in busi-

ness administration from Southern Illinois University in Carbondale, Ill.

Also joining the Midwest District as a new account representative is **JEFF RAMSAY**. Ramsay's territory is Wisconsin/Chicago. He was a sales rep for General Binding Corp. for 3½ years after graduating from Michigan State with a B.A. degree in general business administration.

The Western District has also gained a sales trainee. **RIC PURTILL** comes to the Western District from the University of Arizona with a B.S. degree in business administration.

**BOB WHEATLEY**, account representative for the Western District, has been promoted to account manager and is now covering the Arizona, New Mexico, and Southern Nevada territories. Wheatley had been covering Arizona, New Mexico, Southern Nevada, Orange County, and San Diego. **CONNIE FEINSTEIN** will now be selling to Orange County and San Diego.

**EARL MOCK** of the Western District has been promoted to account manager. Mock, whose territory includes San Francisco and Sacramento, had been a senior account representative.

Western District Program Manager **FRED PETERSON** marked his five year anniversary on April 24.

**MEMOREX**  
A Burroughs Company

SALESBEAT is published bimonthly by Media Products Group Sales. Please send any comments, questions, or suggestions for stories to Editor Kerry Swanson, SALESBEAT, M/S 00-64 or call ext. 7-1989.