



Jens Droad

MARKET PROMOTION
AND TRAINING

Mr. Staples

9)

The Parts & Acc. Dept.

Relationship w. other dep. (sales + service)

Profitable business. (after war)

Distributors - Dealers - ~~are~~ Dealers.

- ^{emphatic}
- 1) Volume of sold parts
 - 2) For size of sale.

How to increase sale?

Improve ~~and~~ ^{goal of} sale!

Responsibility ^{employee} 1) to the firm.
(answers) 2) - the customers,
3) - Standard-Triumph.
4) - distributors or dealer.

ad. 2. a. To have available what
he wants

b. Advise & help

c. Prompt ^{cautious} attention.

ad. 1. a. Wise investment
of capital

b. Security of stock
& stocks

c. Welfare of staff.
Quality & accuracy.

Effektivitet

- d. Efficiency of dep. (paper work etc.)
- e. Safety & Good House Keeping

- ad 4.
- a. Special customer *stötta*
 - b. Should receive 100% support.
 - c. Regular visits to dealers
 - d. Full exchange of information

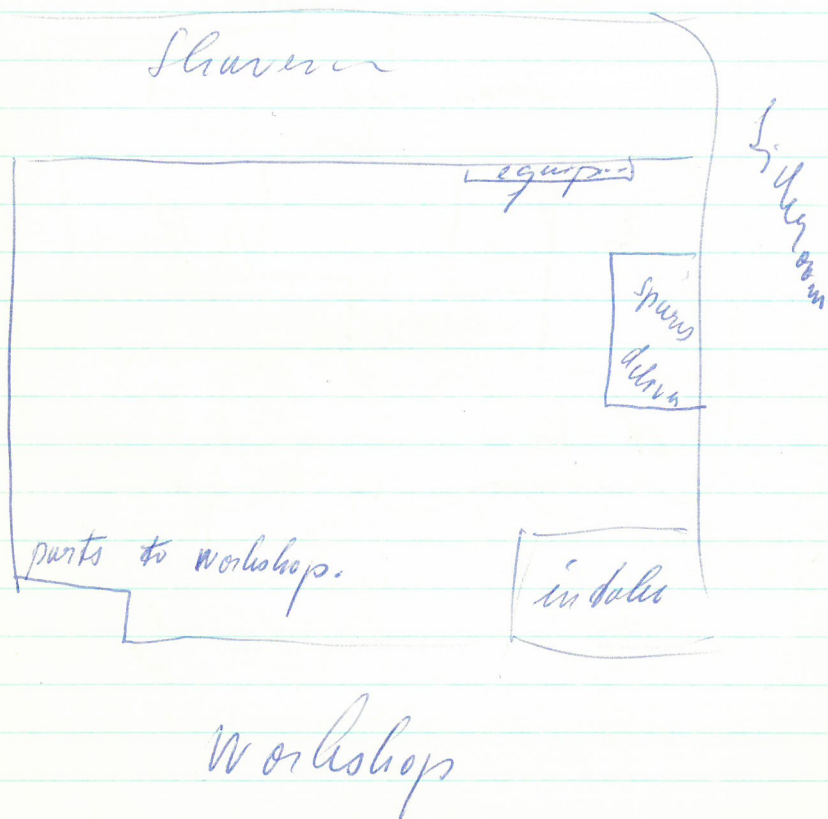
- ad 3.
- a. Hold Adequate Stocks *plattform*
 - b. Regular Order
 - c. Support for the Product.
 - d. Reports regular back to factory.

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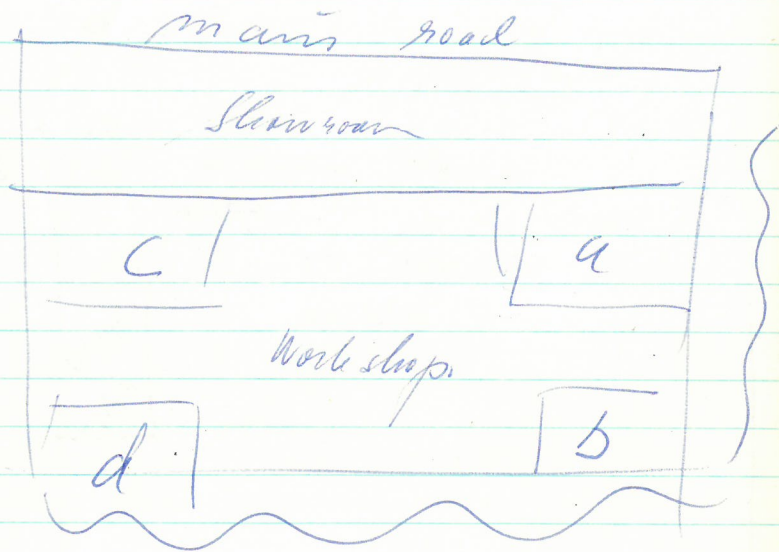
Mr. R. Ewing

Spares between Showrooms
& Workshop.
Fuel to the showroom

Main road



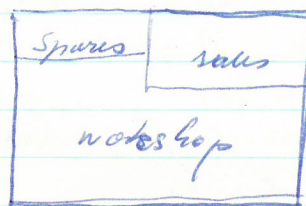
- a. Position of showroom, repair shop & public highway
- Fluids To front
- b. space available and its shape Behandling & displaying
- c. equipment for handling & storage.



- c.
d.
a.
b.

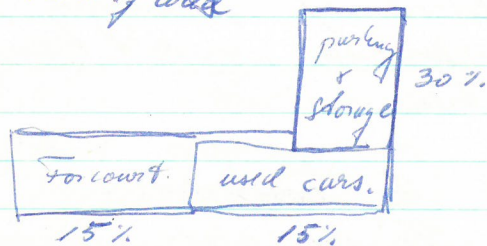
Layout of premises.

Amount of floor plan: showroom
workshop
stores.



Service 72%
Sales 18%
Spares 10%!

the building
40% of area



Rectangular is preferable

Security of stock - protection

- 1) Theft - no unauthorized admittance, controlled entrance & exit.
- 2) Damage - reduced by proper handling and storage
adequate staff & dispatch points.
- 3) Errors - ^{behave} The need of smooth ^{smooth, gliding} flow of ^{smooth} material ^{smooth} correct sequence of ^{smooth} buying.
Reduced of planning.
The personnel must ^{know} their duties.

Points to consider:

- a) To the public.
Display to the street & to the Showrooms.
- b) To the customer
Parts on the counter
Behind the counter
Below the counter
On the bins behind the counter
Change it frequently

^{Unavailability} ^{flexible} ^{flexible}
Adequate display facilities
^{up to date} ^{flexible} effect on customer
of general appearance.

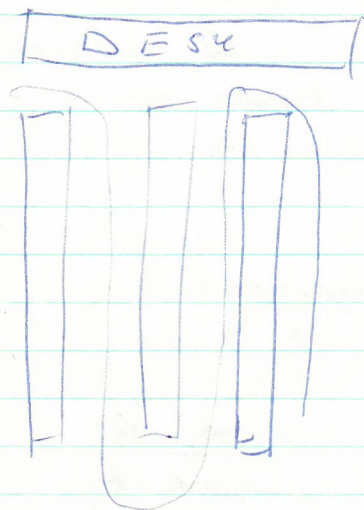
Easy access for goods receiving and despatch, retail trade and workshop counters

Flexibility bins
To allow for expansion and fluctuation.

Goals receiving and despatch

- a) One dual-purpose bay
- b) Easy clear access
- c) Sufficient space for ^{plate} packing & unpacking
- d) Supply of packing material
- e) Out of sight - nature of work.
- f) Cleanliness - ^{disposal} disposal of waste.

2) Parts storage



- a. Method used.
- b. Type of storage - small bulky and stems.
- c) Positions of equipment, depends of location of counters.
Division of ~~counters~~ ^{industrial} ~~places~~ ^{adgang} space available, points access, display value

Flammable stems ~~are~~ kept on outside walls or outside.

Gangways

Uniform direction and width 3' ^{large, unobstructed} ~~size~~ ^{unobstructed} must be straight, unobstructed and well-lit.

7 sections in 1 gang way (section)

Neon lights are parallel with bins

Bright colours are preferable

Position of office is important close to counter.

For forward planning, sale analysis, correspondence etc.

* Display:

Effect on customs of general lay-out. Attention should be given

to counters, bin display
colours etc.

8) Equipment available.

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Stock Provisioning

Monthly Stock ~~Order~~ Schedule

- 1) Accessories.
- 2) Exchange units
- 3) Items selling at rate
of 300 or more
per month.

* items selling at rate
of 1200 or more a year

Successful orders depends on

1. Efficient stock control.
2. Effective stores audit
and analysis of stock in-
ventories.
3. Organized stores procedure.
4. Revised buying formula

= The Need for "adequate stock"

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What is meant by
a minimum three months
stock?

The importance of allowing
for the delivery pipe-time.

3 months stocks means
4 months stocks-order.

How to know next
four months order

Future ^{demands} must be
based on past performance

average 4 month sales plus customer oos	+	Stock in hand plus stock already on order
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= Quantity to order

60 £ per car per 12 months.

Stock Control

Distinction between:
Method, System
+ Equipment.

Fundamental Principles

Every method must:

- maintain correct stock level
- Be simple to operate.
- Be easy to understand
- Give a visible record
- Be capable of executive control
- Have flexibility.

What information do you
want of the control?

Part no

Description

Location

Prices

models

Balance in Stock

Stock on order

Order outstanding
 In and out the price
 Minimum or re-order level
 Summary of sales
 Super decisions.

Can also show:
 Surplus part
 Record of out of stock orders
 No stock orders.

Efficiency depends upon
 Methods selected (adopted)
 The system used
 The equipment available
 The quality of operator.
 The stores procedure followed

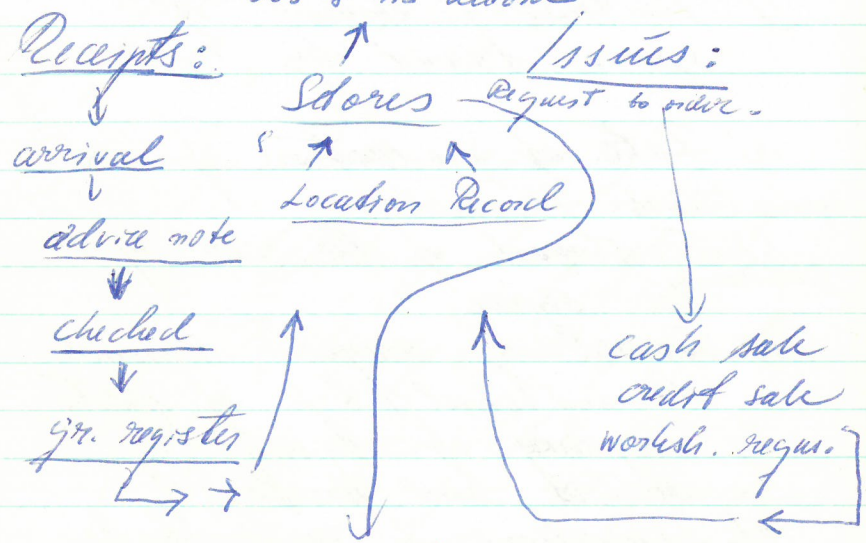
Which type of record should you use.

System End Cards.

Stores Procedure:

Operating the system:

Buying
 monthly with suppl. order spec. orders
 stock control
 oos & ms Record.



account copy
 stock control
 customer copy

Supply & Demand

Volatile nature of demand

Difficulties in forecasting requirements

Conditions which influence supply position.

1) Fluctuating demand of spares caused by

a) Rate of production of new cars

b) Treatment of the car by the owner

c) Period of usage - seasonal demand & end of life of parts.

d) Frequency of buying by dealers and trade

e) Variations of export trade

2 Level of stocks influenced by:

a) Capital available for spares.

b) Efficiency of buying formula

c) Interpretation of "Allocated Stock"

Some suppliers call parts on car:

3) Suppliers capacity - production versus spares effect of shortage of raw materials. Problem of full production.

S.M.C's responsibilities
To enable you to provide complete and immediate service
Obligation of ten years stocking period

Own responsibilities
to help smooth out
volatile demand

Carry adequate stocks

Monthly orders - use of
Liaison with ~~with~~ ^{retail} dealers.

Turn, long requirements
should be than filled through
you.

All your purchases from S.M.L
keep your dates

Stores Audit.

Annual count
or continuous control

Advantages of the
continuous checks:

Ensures accurate
stock control record.

Eliminates Fatigue

Reduces errors on
records

Mistakes exposed more
quickly

Provides constant check
of location on bins.

Faciles analysis of
errors point the
way improvements

Reduces the cost.

5000 items

2 garage ordelling = 10.000

365

104 holiday days

261

067 Mgeday

200 days = 50 items/day
2 month =
25 items pr. day.

Stores Audit

Points to remember

you must control
audit.

Avoid following part
or bin number sequence

Importance of check at
set time each day.

additional (Spot Checks)
keep staff on toes
Retain Stock audit
checks.

Merchandising: (1)

= is selling.

The parts dep. is a shop.

The need to sell.

How to sell -

by customer contact

display

advertising

purpose of

The trademark STANPART

its importance to you

2.



How many of
your customers
recognise this?

a. Internationally registered
trademark?

b. Guarantee to customers
of genuine part.


c. Supported by reputation
of manufacturer.

d. Early recognised

e. Your most effective answer

spurious parts.

f. A warning:
Effect of spurious parts
to guarantee.

The need for continuous
presentation of 

3) /

a) Customer contact made
by
A good reception - comfort
of customer - attractive
surroundings.

b) Efficiency - clear division
and understanding of duties
by staff

c) Discipline - importance of
correct in front of
customer.

Counter staff should be:

Clean

Attentive

Courteous

Tactful.

Interested.

Clean - overall regularly cleaned
and "Sanproof" badge on
it.

Attentive - to waiting
customers.

Courteous - dealing with
the customer

Tactful - The difficult
& influential customer.

Interested - in customer's
interest.

4) Suggestions for improving customer contact

Encourage your staff with:

- a) A bonus scheme - on sale of accessories or overall turnover.
- b) Make available opportunity to study models.
- c) Circulate announcements, bulletins etc. to all staff
- d) Promote sale of related parts
- e) To increase their knowledge of product - sales/features of parts and accessories.

5) Display is your quiet salesman

Areas for treatment
In Show room

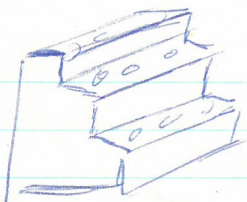
reception & waiting area
counter area
shop window
forecourt

Things to display:

Accessories
Electrical items
Exchange units
Repair kits
Seasonal Themes
Exploded items
and "Sparespart"

Materials to use -

rig boards, crepe paper
white cardboard (for showcards)
display stands, cloth displays
Sparespart range of
packaging & display



C.) Arranging of displays

Points to observe

- a. Display of special items - greater appeal than general display

Winter is coming
Christmas gifts

- b. use showcards - to emphasize and announce

- c. do not overcrowd each item a distinctive feature

- d. change at regular intervals

- e) use of colours avoid distractions from articles on display

colour code

BLACK

WHITE

YELLOW

BLACK

WHITE

RED

PINK

GREEN

- f) good lighting.

- g) cleanliness, attention to chrome, polished items + dust.

- h) if possible - display the package with parts.

- i) price of all items - replace if sold

- k) use of movement - limited but very

effective

1) Remember "Standard"

3) Advertising

Minimum 0.5% total
gross retail turnover

Use of Standard-range
publicity aids - posters
etc.

Distribution of
hand-out leaflets.

Scope for mailing 'shots'

Good advertising informs
customers of what
available and where
to go.

Human Relations.

Ourselves and people
we meet

How to make the best
of ourselves in our
relations with

- a) the customer
- b) the superiors
- c) those we supervise

It combines

- 1) natural laws
- 2) self disciplines

We need to organize
ourselves

System after success
b.) Desire for success
Customers are satisfied
Systems run smoothly
Production increases
We plan for progress.

Adv. 11:

* Cultivate:
Observation, regular
concentration level
memory
Fact

Balance:

Concentration ^{for target}
To cultivate prolonged
attention:
a) Keep the subject clear
b) Push aside interruptions,
suppress distraction
c) adjust the ^{Senses} ~~mind~~ ^{mind}
to the full meaning
of the subject.

Cultivate memory by:
a) ^{learn to retain} association of ideas
b) use mechanical aids. ^{to learn it}
c) concentrating on ^{content}
fundamentals and fixing
basic facts

Self-organization improves:
your manners:
Appearance, address,
suggestions to employees
or customers
Co-operation to colleagues.
Compuls attention

Your matter
will thought out,
orderly and to points
Inspires confidence.

Your method
The presentation of your
work - style - originality.
Stimulates interest
& leads to success.

Spurious Parts.

Possible notes in their use...

Inferior Quality Product.

Continuity of supplies not
guaranteed.

Failure on critical points

What is the effect on
new vehicle guarantee.

Manufacturer has no obliga-
tion towards the product
as a whole.

Lowering of your standard
of service.

What is the effect of
your customer?

Proprietary Parts.

Demand affected by:

1. availability ^{of} ~~availability~~
2. terms offered to dealers and trade.

Formal Bonus System
Object of Bonus Rebate System.

To ^{achieve} channel maximum demand through your ^{own}

Advantages to dealers and trade:

1. All wants supplied through one source ^{kind}
2. Increasing accuracy in assessing efficiency of products ^{at open}
3. Our ability to negotiate lowest prices
4. manufacturers distribution cost lowered.
5. Increased turnover - greater profits!!

Bonus discount:

Called for greater effort by dealer and trade.

Less risk of dealing to distributor.

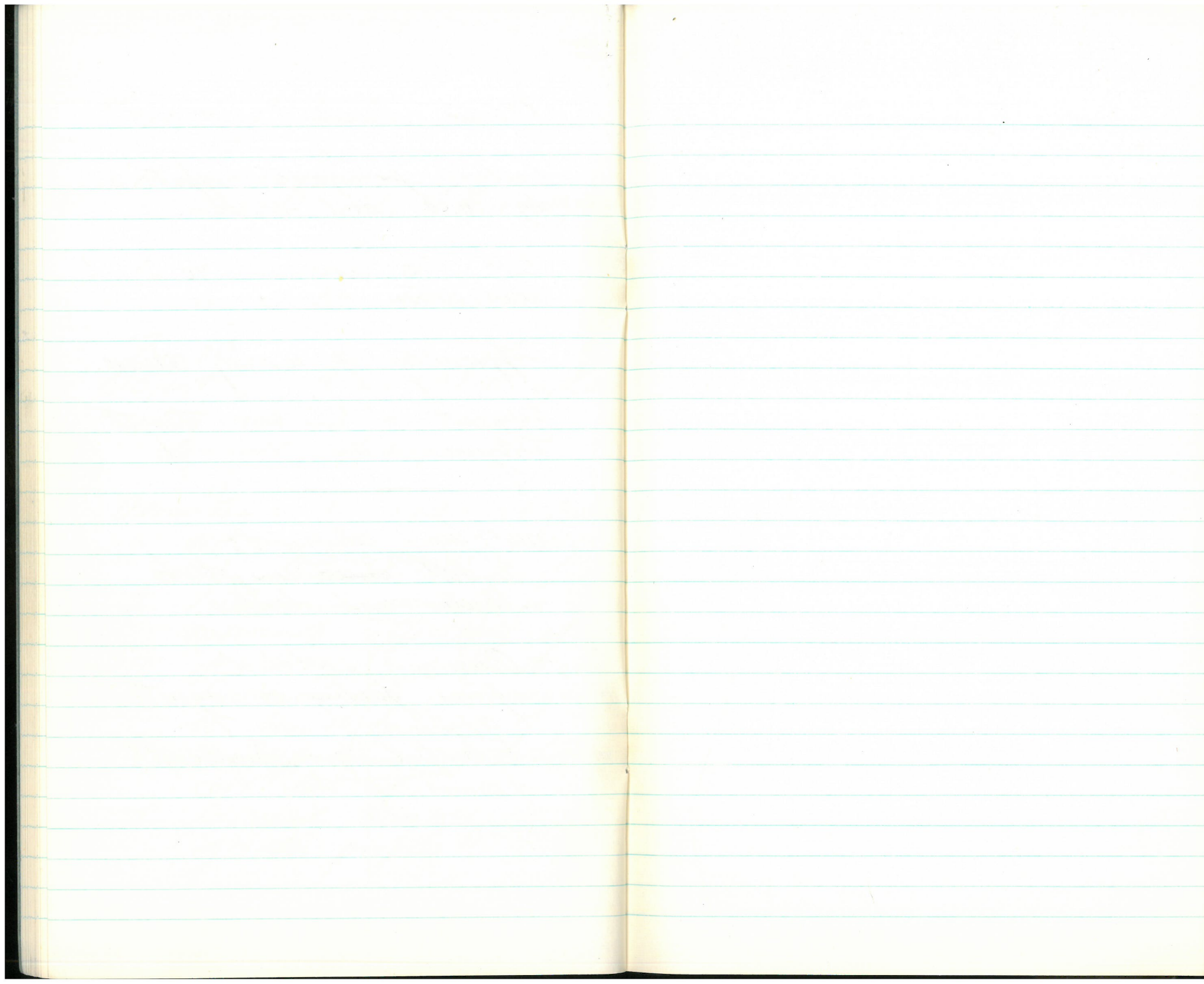
Difficulty of ensuring success.

Suggest - 10% above target figure.

Matching discount:

Equal ^{benefit} ~~discount~~ Benefit to dealer and trade

Business switched from factory ^{or} agent ^{of} ^{agencies} Essential to "Broadcast" terms. ^{being}



B. W. C.

Aug. Highland - tractor, motor

Motorist dwell kit

Droning boy.

wt 2-3 L. comm. eny

p. engine

wt 259.

ca 40% of delin
brigs. all over

4/5 60 W

Mr. G. E. Durand.

Mary - vauay
Evilgn

Kopi of bus 5/11-62. FODH/ICR
Rutai.

Letter of 24th

re. Parks. Norioma

^{Toriome}

Voit suar 31st October 62.

Fodokopi

Poste, Guy &

Forslagsliste -

Prisliste
underholdende all nummer

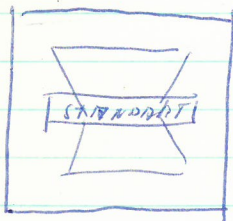
Liste for boysband
i prisliste.

Leaflets twin-carburator
set.

Spezialaktionen

Stampart markester.
(schloers)

Price List, exchange units.



skilt.

Storn!

Publicity matter.