two calls per year on each Jobber. It is most important to contact and have good working relationships with the Jobbers in your area.

I mentioned earlier that we are proud of our reputation at Rayloc, and to have people with the qualifications, who can wear the "many hats" that are required. I suppose, to sum up our responsibilities or job classifications in one word, that word would be SERVICE. This one word is how our Sales Department was founded, and why it continues to be successful.

It is most important that you know the people you are working with, i.e., the Division Manager in your area, the Distribution Center General Manager, and other Distribution Center personnel such as:

1. Operations Manager
2. Local Manager (where applicable)
3. Purchasing Manager
4. Receiving people
5. Others that you may help and who can also be helpful to you at the D. C. level.

Set up appointments with these people (Saturday mornings are a good time, if they are going to be in), and let them know we are there to help and that you want them to feel free to call on you at anytime --- keep them abreast of your programs and promotions. Give them progress reports. You can be a great communications link, and they will respect you for it.