

Distribution List

1460	J. Armentor	B2NE	W. E. Ault
1550	R. S. Bevacqua	B2SC	P. G. Benignus
1800	C. Boutin	A2NH	F. J. Camargo
1650	J. G. Bryant	B2SF	R. Davis
1460	R. J. Christman	B2SC	G. F. Fague
1070	C. L. Clay	→ B2SD	P. W. Gann
1010	P. D. Craska	A2NF	J. R. Getz
1070	H. R. Ford	B2SL	T. L. Gossage
1180	P. D. Fowlkes	B2NG	M. Gudinas
1460	J. G. Frederiksen	B2SC	R. E. Hatton
1800	P. D. Gritten	A2SE	H. W. Hayden
1800	D. R. Hansen	A2NG	N. J. Kamper
1650	L. T. Johnson	B2SC	R. L. Koch
1180	D. H. Lewis	B2SK	A. J. Koenig
1070	M. L. Marcum	B2SF	F. H. Langenfeld
1010	D. L. Mellon	B1NB	W. D. Lubic
1940	B. G. Moore	B2NG	W. N. Maddox
1210	W. C. Moore	G4NL	S. O. Morrison
1070	R. K. Puckett	B2NA	W. P. Papageorge
1650	J. S. Pullman	B2SC	P. E. Pils
1410	G. O. Reed	B2NK	E. M. Potter
1410	H. J. Richardson	T3A	W. R. Richard
G4NN	J. J. Roder	B2SC	D. E. Roush
1010	C. F. Seger	B2SC	C. Sandifer
1010	E. L. Shimley	B2SL	J. R. Savage
1650	P. L. Slayton	B2SK	P. Shea
1320	W. H. Slowikowski	B2NJ	R. A. Sipes
		B2NG	R. E. Sprague
5040	A. Arpino	B2SA	J. F. Stapleton
5410	I. D. Boulter	B2SD	F. G. Sutton
5210	J. Culver	B2SE	B. G. Tibbetts
5020	R. F. Garnsworthy	A2NG	G. E. White
5040	J. N. Haggart		
5270	T. Ishijima		
5260	T. Ishikawa		
5330	R. K. Louis		
5340	K. C. Tomlins		
5080	D. Zaretzky		

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Monsanto

FROM (NAME & LOCATION): Cumming Paton - B2SC

DATE May 23, 1973

SUBJECT FLUIDS/PRODUCT GROUP-
REFERENCE FIELD SALES INTERFACE

TO : See Distribution List Attached

The Fluids Product Group is being reorganized and as a result changes in product assignments have occurred. Hydraulics, lubricants and heat transfer fluids have been combined into a single area. It is believed that this reorganization will permit a better distribution of product group workload and permit better coverage of these fluids from a sales and technical service standpoint. Dye carriers and solvents for carbonless copy paper will become a separate product group area and staffing will be announced in the near future. In order that the product group can give maximum help quickly to field sales, International and service departments, I attach a chart showing the communication lines to be used.

1. Technical Questions

Field sales should not contact Research direct. Responsibility for getting answers to your questions rests with the product group. We have set up back-ups if the primary contact is not available on telephone inquiries. Our secretaries will know how to get in touch with product group personnel if a real emergency exists. A suggestion: if only a secretary is available, please give the customer name, reason for the call and urgency involved.

2. Call Reports

Send the product group copy to C. Paton with copies only to those in the group who are asked for ACTION. We have set up an internal procedure to handle them which insures the right individual replies. Contrary to what you may think, more copies may slow a reply rather than speed one up. Please cooperate in this.

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3. S-69s

Please make sure we get up-to-date competitive pricing on S-69s rather than routine extension requests. S-69s should be submitted promptly once a competitive situation has been met by sales/product group.

4. Contracts

Send signed copies to product manager. Product group agreement should be obtained before contracts are submitted to customers.

5. Pricing

Correspondence on pricing matters should be addressed to marketing manager, cc product manager.

6. Product Group Visits

So that some product group coverage is always maintained in St. Louis coordination is needed. As a guideline, D. E. Roush and R. E. Hatton should not be travelling at the same time.

The product group should coordinate all their trips with the appropriate regional manager and the salesman involved. That means advance (i.e. 2-4 weeks) planning on our part. Similarly field requests for product group visits should also be well planned. (1-2 day trips every week are bad for expenses and mean reduced effectiveness later in the year. Also, on calls the salesman should review his area with the product group man. The product group should be prepared and willing to spend time with the salesman, training and helping him to the maximum extent possible.)

7. Customer Contacts to St. Louis

When customers call or write direct to St. Louis the salesman, cc regional manager, should always be written or called promptly with a complete briefing. Any resulting action should be transmitted to the customer via the salesman rather than by letter from the product group.

If the product group wants information from a customer, they should brief a salesman to get it.

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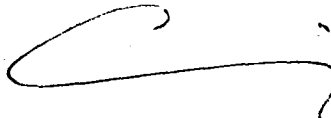
Exceptions will always occur but the product group man and field salesman should have a mutual understanding of what these should be.

Regional office secretaries should not direct customers to St. Louis for assistance. They should first contact the salesman or, if it is impossible to locate him, then they should contact the regional manager.

8. Response Time

The product group will reply to requests for information within 5 working days. If a total answer is not available by then (often it can't be) then a rapidgram/telex, etc., will be sent giving a realistic target date.

Above all, if the field feels the product group could do better or be more effective in certain areas, please let us know. I don't think we're thin-skinned. Constructive criticism is always welcomed - it's the only way to improve.



Cumming Paton

CP/cc
Attachments

P. S. - Regional Managers - Please make sure that secretaries in the service centers are familiar with this memo. C.P.

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