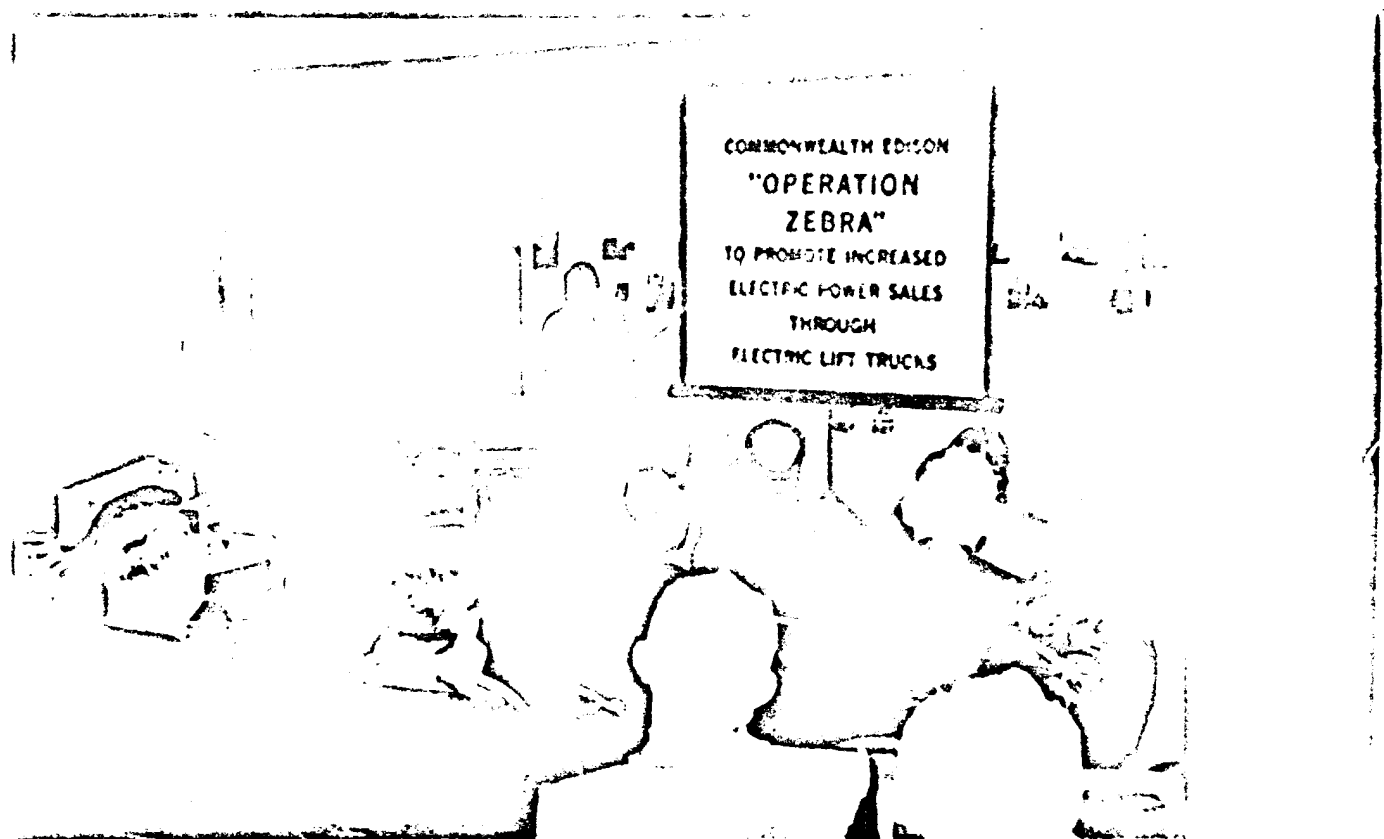




COMMONWEALTH EDISON DEVELOPS An Electric Power Sales Promotion Idea You Can Use!

COMMONWEALTH EDISON and AUTOMATIC LIFT TRUCKS cooperate in a program to promote the sales of electric lift trucks.

Electric power consumption for charging electric industrial truck batteries normally occurs during the off-peak night period. Any increase in this type of consumption is particularly beneficial to power producers and prompted Commonwealth Edison to launch "OPERATION ZEBRA!"

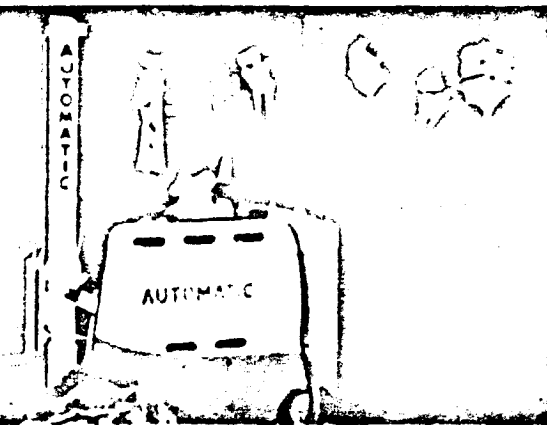
OPERATION ZEBRA... How

The Commonwealth Edison Company developed OPERATION ZEBRA:

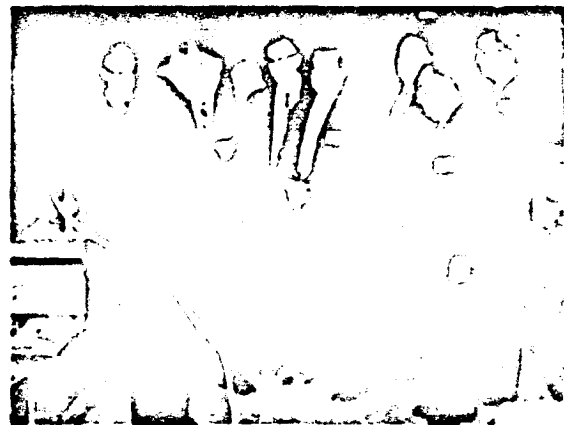
1. To promote the sale of electric lift trucks.
2. To educate prospective customers to the quality and performance of present day electric trucks.
3. To promote additional load on their own lines.

The first step in Commonwealth Edison's program was a meeting of some of their executives and sales engineers with the sales personnel of their local AUTOMATIC LIFT TRUCK dealers. Here it was pointed out that power salesmen could perform a valuable aid to both their new customers and electric industrial truck salesmen by asking their prospects about their

material handling plans when they make follow-up calls from new sales leads. Often insufficient power is provided in new buildings to handle both normal requirements and material handling requirements. By mentioning this to their prospects, power salesmen may help their customers avoid this possibility when actual operations begin.



Commonwealth Edison sales engineers try the controls of an AUTOMATIC DOCKER as part of Commonwealth Edison's program to educate their salesmen to the benefits and sales potential of electric trucks.



The importance of silicone insulation in a heavy duty electric industrial truck motor is discussed.

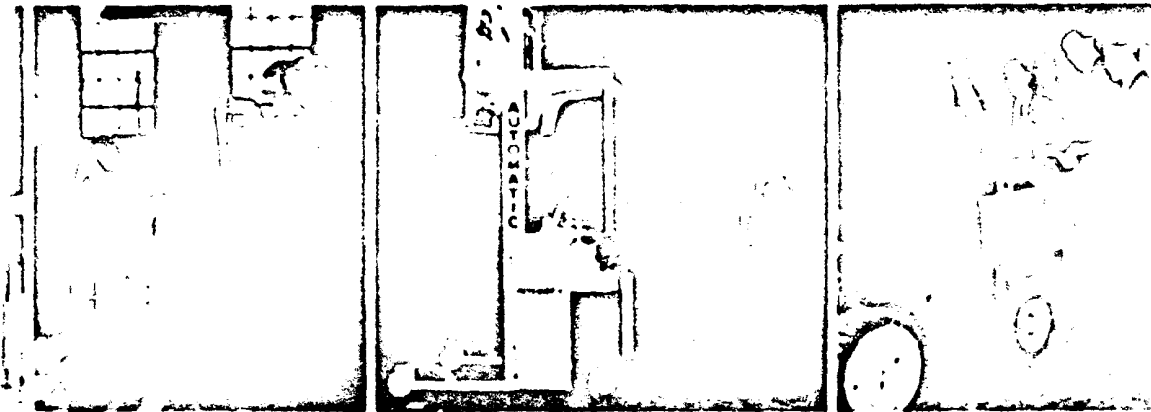
Commonwealth Edison put it to work!

Some of the benefits of electric lift trucks were reviewed for the benefit of Commonwealth Edison power sales engineers.

1. Electric trucks cost less to own because they last longer.
2. Electric trucks cost less to operate because of efficient electric drive.
3. Electric trucks cost less to maintain because of few moving parts.
4. Fumeless, silent, clean, safe, efficient.

Commonwealth Edison sponsored a contest for their sales engineers as an added incentive in their material handling promotional program. Each sales engineer was assigned a six week quota of electric truck leads to be turned over to the local AUTOMATIC LIFT TRUCK dealer. At the end of the six week period special recognition was given to those salesmen who exceeded their

quota. Also, each salesman was rewarded for each individual electric lift truck lead he turned in. At the end of the six week contest, over 50 electric truck leads were obtained, and 25% of the sales engineers exceeded their quota. Based on the success of this program, Commonwealth Edison plans to continue to cooperate in the promotion of electric truck sales.



An armature from one of the Class "M" silicone insulated motors manufactured by AUTOMATIC is inspected by Commonwealth Edison sales engineers.

The dual drive units of a new AUTOMATIC model electric truck are pointed out to an interested group from Commonwealth Edison.

A typical AUTOMATIC electric rider fork truck is examined, and the benefits of electric drive are reviewed.

How to put OPERATION ZEBRA to work for you

TO START OFF:

Clip the coupon at the bottom of the page and send to AUTOMATIC LIFT TRUCKS for additional material to use in your own OPERATION ZEBRA.

YOU'RE OFF ON THE RIGHT FOOT NOW. Call your local AUTOMATIC dealer. He is listed in the yellow pages of your telephone directory under - TRUCKS, INDUSTRIAL. He will help you organize your program, work with your sales engineers, and convert your leads into sales that will increase electric power consumption.

NEXT:

Plan your own promotional contest. Assign each of your sales engineers a quota of electric truck leads. The size of the quota should vary in accordance with the size of the territory, but about 10 leads for every month of the contest would be average. Provide sufficient budget to allow reasonable prizes for exceeding quota. Extra incentive will be generated if you provide a small reward for every lead turned in. Promote the contest in your sales meetings, company newspapers, bulletin boards, etc. Take a picture of winner and publicize.

MOST IMPORTANT:

Kick the campaign off with a combined meeting of your sales engineers with your local AUTOMATIC dealer organization. AUTOMATIC LIFT TRUCKS is the world's largest exclusive manufacturer of electric industrial trucks. Your local AUTOMATIC dealer will use slides, movies, and printed material to educate your sales engineers on the benefits of electric lift trucks and help them to learn how to spot potential electric truck sales. He will introduce his salesmen to your men and see that they become better acquainted; he will take you on a tour of his sales and service facilities and let your men inspect and operate electric trucks in his display room and shop. Count on your AUTOMATIC dealer to help you with your program - he's an expert in the field.

THAT'S ALL THERE IS TO IT!

Simple, but effective. Now that your men are acquainted with the potential sales of electric trucks and how they increase electric power consumption, they will want to continue to cooperate with their AUTOMATIC dealer. Encourage them to do so, it will mean increased sales for all.

AUTOMATIC LIFT TRUCKS

101 W. 87th Street, Chicago, Illinois 60620

Please send additional material
for Operation Zebra

- ☐ INFORMATION ON ELECTRIC vs. GAS
☐ Facts & Factors on AUTOMATIC TRUCKS
☐ NAME OF NEAREST AUTOMATIC DEALER

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

© AUTOMATIC DIVISION, YALE & TOWNE INC.