

Monsanto

FROM (INITIALS & LOCATION)

DATE June 30, 1969 cc DAH/DFS
SUBJECT RED TAG MAINTENANCE PROGRAM NTJ
R.P. Sullivan - WILMINGTON
C. L. Curtis - CCURT
REFERENCE
TO : G. R. Graham /, New York

Randy;

Dave Hall has made arrangements with Chuck Curtis in our Advertising Department to have the Red Tags printed which you requested in your June 25 memo. Chuck will try to get these to you quickly.

Coming up with a program such as you described designed to increase our Pydraul sales is a difficult thing. Dave Hall with the help of the rest of us is trying to come up with some ideas which we can institute as a program. The objective of which would be to increase Pydraul sales by getting us into those accounts where we do not now participate or by getting us expanded participation in those accounts where we are in only certain pieces of equipment. As I indicated, this is no easy task to have it widely applicable.

Your Red Tag Program is one possibility that can be applicable on a very selective basis. If applied widely, that is to all our Pydraul customers, we could for an extended period experience a static or declining sales position. If we were to go ahead with this one, then we would want to have an agreement as to which prospects we wanted to include in the program.

Our annual sales meeting may be coming up the later part of September and this may be timely spot for you to give a presentation on the program and just what is involved in it. At such time we could get a limited number of nominations on where to try it and make a proposal to such accounts to see what kind of a reception we get. Presently, I would only like to attempt it at three classes of accounts and they are as follows:

1. That account where we are threatened with the loss of the business to competition.
2. That account where we only have a small partial participation.
3. Those accounts where we have no business.

I'd like to trial it first though at a couple accounts in some selected territories.

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I believe that you are using it now at Electrolux and Griffith Pipe. Keep track of how you are doing here and then let's present it at the sales meeting.


J. R. Fallon

/pke

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