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J-M Manufacturing Company, Inc.

Internal Correspondence

To WILLIAM VAN YOUNG, WAUTAGA

Date JUNE 6, 1983

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From E. H. PRONSKE, DENISON

Copies SEE DISTRIBUTION BELOW

Subject SALES REPRESENTATIVES TRAINING PROGRAM FOR WILLIAM VAN YOUNG  
J-M MANUFACTURING CO., INC.  
CENTRAL DISTRICT.

ATTACHED IS THE ABOVE WHICH IS TAILORED FOR YOUR QUICK DEVELOPMENT AS A PROFESSIONAL SALES REPRESENTATIVE OF THE CENTRAL DISTRICT. IT IS TO BE COMPLETED BY SEPTEMBER 30, 1983. PLEASE NOTE THE FOLLOWING:

- 1) C. R. TRUITT IS DESIGNATED AS YOUR IMMEDIATE TRAINER.
- 2) INCLUDED IN THE PROGRAM ARE BASICS OF J-M AND COMPETITOR PRODUCT KNOWLEDGE WHICH MUST BE LEARNED FOR PRESENTATION TO ME BY SEPTEMBER 30, 1983. THE TIME THAT YOU HAVE TO COMPLETE YOUR TRAINING IS SHORT BUT COMMENSURATE WITH YOUR BACKGROUND, EXPERIENCE, EDUCATION - AND YOUR OBVIOUS DESIRE TO SUCCEED. UPON COMPLETION, YOU DEFINITELY WILL HAVE THE ABILITY TO WORK EFFECTIVELY WITH DISTRIBUTOR PERSONNEL AND DEVELOP NEW MARKETS FOR J-M PRODUCTS.
- 3) YOU MUST BECOME TOTALLY FAMILIAR WITH ALL OF THE PRODUCTS THAT WE MANUFACTURE AND AGAINST WHOM WE COMPETE. SPECIAL EMPHASIS, HOWEVER, IS TO BE GIVEN TO "PERMA-LOC". BY COPY OF THIS PROGRAM TO JOHN MILLER AND C. R. TRUITT, I REQUEST THAT YOU BE GIVEN EVERY OPPORTUNITY TO ATTEND "PERMA-LOC" BID LETTINGS; ALSO WITNESS "PERMA-LOC" PROJECTS UNDER CONSTRUCTION.
- 4) YOU ARE SCHEDULED FOR ONE WEEK'S TRAINING WITH THE DENISON CUSTOMER SERVICE CENTER; COMPLETION BY JUNE 10, 1983.
- 5) YOU ARE SCHEDULED FOR ONE WEEK'S FIELD TRAINING WITH JOHN MILLER; COMPLETION BY JULY 1ST (SEE ATTACHED - PART I, SECTION II). DURING THE WEEK, JOHN MILLER WILL ALSO FAMILIARIZE YOU WITH THE DISTRICT'S CLAIM HANDLING PROCEDURES.
- 6) YOU ARE TO BE SCHEDULED IN MID-JULY FOR ONE WEEK'S FAMILIARIZATION WITH INDUSTRIAL INTERNATIONAL, INC. CHARLIE TRUITT WILL COORDINATE THIS ASSIGNMENT WITH INDUSTRIAL INTERNATIONAL.

WILLIAM VAN YOUNG

JUNE 6, 1983

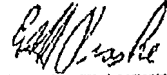
7) THE DALLAS/FT. WORTH AREA IS A MAJOR GROWTH AREA. IT HAS HUNDREDS OF SMALL COMMUNITIES THAT HAVE EXPANSION PLANS THAT WILL INVOLVE LARGE DIAMETER SEWER TRUNK LINES: "PERMA-LOC". WITH THE GUIDANCE OF CHARLIE TRUITT, YOU ARE TO BEGIN CALLING ON THE ADMINISTRATIVE (DIRECTOR OF PUBLIC WORKS, ETC.) AND ENGINEERING PERSONNEL OF THESE COMMUNITIES. AT THIS POINT IN TIME, INTRODUCING YOURSELF AND LEAVING LITERATURE ON "PERMA-LOC" WILL SUFFICE. LATER IN-DEPTH CALLS WILL BE MADE AS YOU PROGRESS.

8) YOU ARE BEING PROVIDED WITH A 1982 "SWEETS LIST" OF CIVIL ENGINEERS IN TEXAS. PLEASE BEGIN CALLING ON THEM.

9) COMMENCING THE FIRST WEEK OF AUGUST YOU WILL BE REQUESTED TO ANALYZE YOUR CALLS OF THE "MOST IMPORTANT CALL OF THE WEEK" SHEETS. THIS WILL HELP YOU TO SYSTEMATICALLY DEVELOP SALES STRATEGIES - ANTICIPATE OBJECTIONS, ETC. YOU ARE REQUESTED TO SUBMIT THESE SHEETS ONCE A WEEK TO ME UNTIL COMPLETION OF THE TRAINING PROGRAM. I WILL COMMENT AND RETURN TO YOU. PLEASE SEND ONE COPY TO CHARLIE TRUITT.

THE REST OF THE PROGRAM IS SELF EXPLANATORY. HOWEVER, SHOULD YOU HAVE QUESTIONS, FEEL FREE TO ASK. ALWAYS FEEL FREE TO ASK WHEN YOU DON'T KNOW. OPENNESS IS ALWAYS ENCOURAGED.

WELCOME TO THE CENTRAL DISTRICT. I LOOK FORWARD TO WORKING WITH YOU.



E. H. PRONSKE

CC: R. K. CHI, STOCKTON  
A. A. VERPLOEGH, STOCKTON  
J. R. ANKLAM, STOCKTON  
M. P. KROSNOSKY, MILWAUKEE  
W. G. BURNETT, DENISON  
J. J. MILLER, SAN ANTONIO  
C. R. TRUITT, DALLAS

CENTRAL DISTRICT SALES TRAINING PROGRAM

FOR

WILLIAM VAN YOUNG

COMPLETION TARGET DATE: SEPTEMBER 30, 1983

PART I - ORIENTATION

I. ADMINISTRATION

- A. ARRANGE FOR PHYSICAL EXAMINATION. IT IS POLICY OF THE CENTRAL DISTRICT TO HAVE A COMPLETE PHYSICAL ONCE A YEAR. (COORDINATE WITH D. GATLIN) ( )
- B. ARRANGE APPOINTMENT WITH EMPLOYEE RELATIONS MANAGER FOR DISCUSSION OF BENEFITS. (COORDINATE WITH R. ARANT)
  - 1. BASIC LIFE INSURANCE ( )
  - 2. SUPPLEMENTAL GROUP LIFE INSURANCE ( )
  - 3. VOLUNTARY ACCIDENT INSURANCE ( )
  - 4. BUSINESS TRAVEL ACCIDENT INSURANCE ( )
  - 5. LONG TERM DISABILITY ( )
  - 6. DENTAL INSURANCE ( )
  - 7. LOSS OF TIME WEEKLY INDEMNITY ( )
  - 8. HEALTH SERVICE PROGRAM (BLUE CROSS/BLUE SHIELD) ( )
  - 9. MAJOR MEDICAL ( )
  - 10. RETIREMENT POLICY ( )
  - 11. VACATION POLICY ( )
  - 12. SOCIAL SECURITY PROGRAM ( )
  - 13. HOLIDAYS ( )
  - 14. SICK LEAVE ( )
- C. LEASED CAR (COORDINATE WITH D. GATLIN)
  - 1. DISCUSS PROGRAM. EXPLAIN:
    - CHARGE FOR PERSONAL USE ( )
    - PERSONAL AND BUSINESS USE ( )
    - INSURANCE AND ACCIDENT COSTS ( )

G. LEASED CAR (CONTINUED)

2. REVIEW:

|                              |     |
|------------------------------|-----|
| MONTHLY VEHICLE EXPENSE FORM | ( ) |
| CURRENT FLEET BULLETIN FILE  | ( ) |
| SAFETY                       | ( ) |
| COMPANY CAR MANUAL           | ( ) |
| ACCIDENT REPORTS AND REPAIRS | ( ) |

D. TRAVEL EXPENSES (COORDINATE WITH D. GATLIN)

|                   |     |
|-------------------|-----|
| 1. POLICY         | ( ) |
| 2. RECEIPTS       | ( ) |
| 3. WEEKLY REPORTS | ( ) |

E. FURNISH SALES REPRESENTATIVE WITH (COORDINATE WITH D. GATLIN)

|                             |     |
|-----------------------------|-----|
| 1. BRIEF CASE               | ( ) |
| 2. BUSINESS CARDS           | ( ) |
| 3. PERSONNEL LIST           | ( ) |
| 4. COPY OF J-M SALES POLICY | ( ) |
| 5. PRICE BOOK               | ( ) |
| 6. ORDER FORMS (GREENBACKS) | ( ) |

F. PREPARE BULLETINS OF INTRODUCTION TO BE SENT TO:

DHQ  
DISTRICT MANAGEMENT  
CREDIT DEPARTMENT  
ALL SALES REPRESENTATIVES  
CUSTOMER SERVICE CENTER  
PLANT AND STAFF MANAGEMENT  
MAIL ROOM

G. ADD NAME TO

|                 |     |
|-----------------|-----|
| PERSONNEL LIST  | ( ) |
| D & E BULLETINS | ( ) |
| MAIL BOX        | ( ) |

|                                                               |     |
|---------------------------------------------------------------|-----|
| I. EXPLAIN COMPENSATION PLAN AND BLUE BOOK RULES (E. PRONSKE) | ( ) |
|---------------------------------------------------------------|-----|

|                                                          |     |
|----------------------------------------------------------|-----|
| J. REVIEW MERCHANDISING PLAN AND QUOTE FORM (E. PRONSKE) | ( ) |
|----------------------------------------------------------|-----|

II. INSTALLATION PROCEDURES AND PRACTICES (COORDINATE WITH J. MILLER)

THE FOLLOWING ITEMS ARE TO BE THOROUGHLY COVERED DURING THIS PHASE OF THE TRAINING PROGRAM.

- A. READ AND STUDY INSTALLATION GUIDES: "TRANSITE" A/C PRESSURE PIPE, PRESSURE RATED PVC, PVC SEWER, "BLUE BRUTE", AND "PERMASTRAN" ( )
- B. TRAVEL WITH FIELD SERVICE REPRESENTATIVE AND OBSERVE THE FOLLOWING:
  - 1. UNLOADING AND STRINGING PIPE: "TRANSITE" A/C PRESSURE PIPE, PVC SEWER, PVC PRESSURE RATED, "BLUE BRUTE", "PERMASTRAN" AND "PERMA-LOC" ( )
  - 2. TYPES OF TRENCH AND EQUIPMENT:
    - (A. LEVEL TRENCH - WHEEL DIGGER ( )
    - (B. UNEVEN TRENCH - BACKHOE ( )
  - 3. METHODS OF ASSEMBLY
    - (A. WOOD BLOCK AND BAR ( )
    - (B. LEVER PULLER ( )
    - (C. FRICTION JACKS ( )
    - (D. STABBING (NOT RECOMMENDED BY J-M) ( )
  - 4. INSTALLATION OF VALVES AND FITTINGS ( )
  - 5. CAST IRON FITTINGS FOR "TRANSITE" PIPE
    - (A. SIZE AND SHAPE ( )
    - (B. ABLE TO FIGURE SIZE OF THRUST BLOCK ( )
  - 6. BACKFILLING PROCEDURES:
    - (A. HAND SHADE - USE OF TAMPING BARS ( )
    - (B. TRACTOR OR OTHER EQUIPMENT ( )
    - (C. JET OR FLOOD TRENCH ( )
  - 7. TESTING LINES ( )
  - 8. USE OF HAND TOOLS (J. MILLER TO ADVISE TOOLS NO LONGER PERMITTED BY OSHA AND INCLUDE NEW TOOLS)
    - (A. MODEL 4 PIPE CUTTER (PILOT) ( )
    - (B. MODEL 5 PIPE CUTTER (PILOT) ( )

8. USE OF HAND TOOLS (CONTINUED)

- (C. UTILITY TAPERING TOOL (PILOT) ( )
- (D. MASTER MACHINING TOOL (PILOT) ( )
- (E. MODEL B-12 FIELD LATHE ( )
- (F. MODEL C-20 FIELD LATHE ( )
- (G. PIPE PULLER ( )
- (H. COUPLING PUSHER ( )
- (I. SKILL OR GASOLINE DRIVEN CIRCULAR SAW ( )
- (J. WORK BENCH AND CHAIN BINDER ( )
- (K. DIAMETER TAPE ( )
- (L. TAPPING TOOLS ( )

9. MAKE TIE-INS - USING MOA. INCLUDE INSTRUCTION OF TUFF-LINK MOA AND COUPLINGS. ( )

10. INVESTIGATE COMPLAINTS AND MAKE OUT Q & S REPORTS ( )

11. OBSERVE INSTALLATION OF COMPETITOR'S PIPE. ( )

- (A. CAST IRON (SEWER AND WATER) ( )
- (B. CLAY ( )
- (C. PRETENSIONED PIPE ( )
- (D. CORRUGATED METAL PIPE ( )
- (E. GALVANIZED STEEL ( )
- (F. COATED AND LINED STEEL ( )
- (G. CONCRETE ( )
- (H. COMPETITIVE PVC WATER AND SEWER (TRUSS, C-T, ETC.) ( )

12. PIPE REPAIR METHODS

- (A. MOA REPAIR ( )
- (B. SLEEVE REPAIR. (USE OF APAC OR SMITH-BLAIR TYPE CLAMP) ( )

PART II

FORMAL PRESENTATIONS TO BE GIVEN TO TRAINER AND DISTRICT MANAGER

|                                                                                                | <u>DUE DATE</u>        | <u>DATE ACCEPTED</u>        |
|------------------------------------------------------------------------------------------------|------------------------|-----------------------------|
| I. BE ABLE TO DIAGRAM ALL ELEMENTS OF A<br>SEWER COLLECTION AND A WATER<br>DISTRIBUTION SYSTEM | <u>JUNE 10, 1983</u>   | <u>                    </u> |
| II. BENEFIT FEATURE ANALYSIS VS COMPETITION<br>FOR THE FOLLOWING J-M PRODUCTS:                 |                        |                             |
| A. "PERMA-LOC" (INCLUDE BRIEF DISCUSSION<br>OF H <sub>2</sub> S FORMATION)                     | <u>JULY 10, 1983</u>   | <u>                    </u> |
| B. ASBESTOS-CEMENT CLASS PRESSURE PIPE                                                         | <u>JULY 10, 1983</u>   | <u>                    </u> |
| C. PVC SEWER PIPE (COMPARE AS ABOVE)<br>AND SEWER PIPE FITTINGS                                | <u>JULY 10, 1983</u>   | <u>                    </u> |
| D. PVC CLASS PRESSURE PIPE (COMPARE<br>ALL COMPETITIVE* PLASTIC PIPE<br>MATERIALS)             | <u>AUGUST 10, 1983</u> | <u>                    </u> |
| E. "PERMASTRAN"                                                                                | <u>AUGUST 10, 1983</u> | <u>                    </u> |
| F. 2:1 PVC (COMPARE AS ABOVE)                                                                  | <u>AUGUST 10, 1983</u> | <u>                    </u> |

\*COMPETITIVE PRODUCTS WILL BE THOSE  
NORMALLY ENCOUNTERED IN THE TERRITORY.

(THESE PRESENTATIONS ARE THE "MEAT" OF THE TRAINING PROGRAM.  
MAKE EACH PRESENTATION BETWEEN ONE-HALF TO ONE HOUR. THE  
USE OF SLIDES AND OVERHEADS IS ENCOURAGED.)

PART III

TO BE REVIEWED TO THE SATISFACTION OF THE FIELD TRAINER

DATE COMPLETED \_\_\_\_\_

I. SALES ADMINISTRATION

A. ADMINISTRATION OF TIME

1. DAILY SCHEDULE (TO BE REVIEWED BY TRAINER)  
PREPARE EARLY IN WEEK FOR THAT PARTICULAR WEEK. \_\_\_\_\_
2. "MOST IMPORTANT CALL OF THE WEEK"  
REVIEW ONCE A WEEK: SEND IN TO DISTRICT MANAGER  
AND TRAINER. DO NOT BEGIN SENDING IN REPORTS  
UNTIL THE FIRST WEEK OF AUGUST. \_\_\_\_\_
3. JOB PROSPECT FORM  
(INFORMAL, TO BE DEVELOPED AS JOBS COME UP.) \_\_\_\_\_
4. ANNUAL PLAN  
(ASSIST IN THE DEVELOPMENT OF THE TERRITORY PLAN) \_\_\_\_\_

B. ADMINISTRATION OF OFFICE AND CAR

1. IN HOME  
FILING SYSTEM TO INCLUDE OPEN ORDERS, EXPENSE ACCOUNTS, ETC.  
LITERATURE STORAGE  
PIPE MATERIALS STORAGE \_\_\_\_\_
2. IN CAR  
FILING SYSTEM (CORRESPONDENCE)  
LITERATURE STORAGE  
DEMONSTRATION AIDS (SAMPLES, MOVIES, ETC.)  
BRIEFCASE \_\_\_\_\_

C. ADMINISTRATION OF CUSTOMER RECORDS

1. ORDER FILES \_\_\_\_\_
2. ADDRESS BOOK (START DEVELOPING ADDRESS BOOK RIGHT AWAY) \_\_\_\_\_

D. ORDER PROCESSING (INCLUDE PRICING, SCHEDULING, MANUFACTURING,  
SHIPPING, BILLING, Q & S REPORTS) \_\_\_\_\_

PART III (CONTINUED)

TO BE REVIEWED TO THE SATISFACTION OF FIELD TRAINER

DATE COMPLETED

II. SALESMANSHIP

STEPS IN SETTING UP A SALES CAMPAIGN FOR A MAJOR ACCOUNT \_\_\_\_\_

TRAINER TO SET UP ACCOUNT THAT USES COMPETITOR PIPE. ACCOUNT SHOULD PROBABLY BE SMALL TO START WITH. ORIENT CAMPAIGN TO COVER ALL BUYING INFLUENCES AND THE DIFFERENT TECHNIQUES OF SELLING EACH ONE.

III. POLICY

A. PIPE MARKETING POLICY STATEMENT AND IMPLEMENTATION \_\_\_\_\_

B. LEGAL STATEMENT OF POLICY (CONSISTS OF A BROAD VARIETY OF BULLETINS AND POLICY STATEMENTS. THIS INCLUDES ALSO WHAT WE CAN AND CANNOT RECOMMEND REGARDING INSTALLATION.) \_\_\_\_\_

C. IMPLEMENT WITH CURRENT POLICIES TO BE ASSIGNED BY TRAINER \_\_\_\_\_