

DOs AND DON'Ts FOR REGIONAL MANAGERS

DO

1. Make sure salesmen are thoroughly familiar with objectives of letter by February 20.
2. Notify sales correspondents/lead correspondents/office managers that calls may come from customers re our Aroclor letter.
3. Ask sales correspondents/lead correspondents/office managers to transfer such to (1) regional manager or (2) salesman if available. If not, to take down the question in writing and pass to (1) regional manager or (2) salesman.
4. Alert other Business Group/Division Managers that Aroclor letter is being sent out. Show them letter.
5. Ask other Business Group/Division Managers NOT to bring subject up on calls and to refer all enquiries to Plasticizer Regional Manager.
6. Stick to answers given to specific questions if these are ones asked.

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DO (Continued)

7. Write down any customer questions not covered in attached list and send to Cumming Paton in St. Louis.
8. Ask salesmen to stick closely to given answers on specific questions.
9. Ask salesmen to channel any questions not covered through you for screening before transmission to St. Louis.
10. Minimize calls to St. Louis on this letter.
11. Be alert to decreased sales and to competitive activity.

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DOS AND DON'Ts FOR REGIONAL MANAGERS

DON'T

1. Have sales correspondents/lead correspondents/office managers attempt to answer customer enquiries on Aroclor problem.
2. Bring up the subject of the Aroclor letter with customers.
3. Don't volunteer information beyond that given in letter unless specifically asked and then handle according to prepared answers or refer to Cumming Paton if no answer given.
4. Don't volunteer answers to questions not asked.
5. Pronounce on safe or unsafe applications.
6. Commit St. Louis to any actions on behalf of any customer.
7. Promise customized help without "sounding out" St. Louis.
8. Give indications that Aroclor 1254/1260 will be discontinued.

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