

f - Therninol
Monsanto

FROM (NAME & LOCATION) St. Louis - General Office

DATE October 22, 1968

TO D. A. Olson - DOLSO

SUBJECT MARKETING PLAN

REFERENCE

TO : P. G. Benignus
C. L. Bradford - LOS ANGELES
J. R. Fallon - DETROIT
R. A. Garcia
F. H. Langenfeld

R. P. Sullivan - WILMINGTON

A marketing plan for 1969 must be generated by December 15, 1968.

At the annual sales meeting we defined the goals and objectives for our major product areas--Aviation and Aerospace, Dielectric, Pydraul, and Therninol. The marketing plan must encompass our total effort, including objectives and goals for existing and potential customers. We must also include the original equipment manufacturers.

The Product Group will supply, by October 25, 1968, a written copy of the objectives and goals for each major business area. These will be sent to each field salesman. Each field salesman must generate his own plan for his area of responsibility, reflecting the goals and objectives now established. If the salesman has an existing or potential customer in his territory where action must be taken, approvals or recommendations obtained, plant trials of our products initiated, sales of X number of dollars estimated, etc., then this must be stated in his goals and/or objectives for his assignment. Who, what and when must be defined. This must be returned to me in St. Louis by November 22, 1968.

The Product Group will provide some names for target accounts, OEM's, customers, etc., but the field salesman and his Regional Manager must use their own judgement as to minimum size of a customer, OEM, or potential customer to be considered in the salesman's plan. An attempt should be made to define the salesman's objectives and goals by each major product area--DO NOT COMBINE.

The salesman's objectives and goals are not limited by those established at our meeting. We encourage special projects, surveys, etc., which the salesman may want to undertake. They should be included with a statement about the project and a date for completion.

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The salesman's plan must be returned to St. Louis in complete form by November 22, 1968. The Product Group will then combine them into marketing plans for each major product area by December 15, 1968.

Regional Managers will want to establish an operational plan for their Region to include Regional Sales Meetings, Schedule for Quarterly Reviews and Annual Appraisals, attendance at associations and societies, recommendations for training sessions, product training, special projects, etc.

The total plan will be printed and distributed to all marketing personnel by January 1, 1969.

We have approximately two months to complete this 1969 marketing plan. The time will go very fast. Your immediate attention must be given to your portion of the plan.

If there are any questions, please let me know.

N.T.J.
N. T. Johnson *ecd*

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