



INTERNAL CORRESPONDENCE

FAIRCHILD SEMICONDUCTOR CORPORATION

TO: ALL FIELD SALES  
ALL DISTRIBUTOR-REPS

DATE: December 3, 1962

FROM: Don Valentine

CC: T. H. Bay  
R. F. Graham  
R. L. Pack

SUBJECT: Sell From Position of Power\*

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The Fairchild Company image which we should all strive to project to the customer is technology and reliability, first and foremost.

A brief historical review of Fairchild technological advancements demonstrates quite vividly the "state-of-the-art" contributions:

Aug 1958	NPN	Double diffused mesa	2N697
Mar 1959	PNP	Double diffused mesa	2N1132
May 1959	NPN	Double diffused lifetime control mesa	2N706
Jan 1960	NPN	Planar (surface passivated)	2N1613
Jan 1960		Planar switching diode	FD100
Apr 1961	NPN	Planar-epitaxial switching transistor	2N914
July 1961	NPN	Planar KMC transistor	2N917
Aug 1961	NPN	Planar LMC integrated ckts	Micrologic
Nov 1961	PNP	Planar epitaxial transistor	2N996
Mar 1962	NPN	Micro-Planar epitaxial switch-transistor	2N2369

There are other devices that were first introduced by Fairchild - many of which, even today, are still available in production quantities only from Fairchild.

Another area of proud performance and proven reliability is the Minuteman Program. Fairchild-originated and-developed devices in volume use are:

2N1613	701A, B, M levels
2N1613	853 A, B, M levels
2N1132	501 A, B, M levels
2N996	504 A, B, levels
FD100	427 A, M levels

Fairchild was the first company to complete the Minuteman reliability program successfully on the 701, 501, 853 devices - without benefit of acceleration factors. We have delivered well over 1,000,000 transistors, and presently have an order in excess of 3,000,000 diodes.

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Still another area of significant recognition is Mil-std-701B...The guidance and preferred parts list for military programs. Appearing on this list are:

2N697  
2N706  
2N718A  
2N916  
2N986  
2N1132  
2N1613  
2N1893

All these devices are Fairchild 'originals'.

We have made, are making, and will continue to make technological advances in the semiconductor industry. Let's individually project this image of supreme technology and capability to our customers. Let's individually live this image in our day-to-day selling activities.....Sell from this position of power!

\*Epigram comes courtesy of Mel Phelps.

Regards,

*Don Valentine*  
Don Valentine

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INTERNAL CORRESPONDENCE

FAIRCHILD SEMICONDUCTOR CORPORATION

TO: All Field Sales  
FROM: Don Valentine  
SUBJECT: SELLING STANDARDS

DATE: January 7, 1963  
CC: T. Bay  
R. Graham  
R. Pack

Selling Standards without exception are designed to ward off the specter of price competition. One or several could be useful to practically every salesman:

SELL HARD BUT SELECTIVELY. Concentrate on the highest paying products, the most profitable channels of distribution. Base goals on profit, not volume.

SELL QUALITY AND PRODUCT VALUE. Emphasize superior engineering, superior materials, longer life to divert attention from the price tag. Sell lower cost IN THE LONG RUN.

SELL DELIVERY AND INVENTORY SERVICE as a part of value. Spare no effort to insure fast, accurate delivery.

SELL TECHNICAL SERVICE as a part of value. Offer not only product application aid but a broad range of engineering assistance as well.

SELL AT ALL LEVELS. Storm the prospect from top to bottom with a platoon of "salesmen" from several departments in the company.

IMPART MORE PRODUCT AND TECHNICAL KNOWLEDGE TO DESIGN ENGINEERS so they can be more helpful and miss fewer contract opportunities.

*Don Valentine*