



WHAT to sell, and HOW to sell it — highlighted Fairchild's 1968 sales conference; better known as "Getting Designed In." But information on products and applications to complete your "tool bag," backed up with the course in "professional selling" were only part of the scene.

It was the opportunity for sales engineers from different areas and marketing management to exchange their ideas and philosophies that really brought out the significance of Fairchild's sales efforts. Following are a few scenes from "Getting Designed In" that you'll probably enjoy recalling. See you at next year's conference—





















