DATE December 31, 1959

SUBJECT

TO Jack Brown

FROM Kenneth H. Olsen

Jay Forrester, as part of his study of the company, needs some information as to our sales program. He would like to develop an average delay between sales effort and results. What he would like is a very brief case history of a few customers. He suggests three, but I think we will have do several more because of the wide variance in results. I would like you to pick a few and work out this report, which really should contain very little information because all he wants to know is the time from the first contact to the sale and how much of which type people were involved in selling. I think we should also include in this the amount of each sale and perhaps how much future business resulted from that initial contact.

Jay suggested three samples, one which took very little selling, one which took a lot, and one which was in between. I think we should have a few more, and the breakdown should be Jay's way but perhaps in a separate, simple study should be the results of our proposals which we did very little door pounding to get but invested quite a bit in preparing the proposals. Proposals have been very poor but this is important.

He would also like to know what the yield has been from those customers with whom we have given any reasonable amount other than time to. I think this should not include the bids we sent in.

Kenneth H. Olsen

cc: H. E. Anderson