

WINNING

4

A SALES NEWSLETTER FOR APPLE COMPUTER DEALERS. FRANK J. BURGE, EDITOR.

ISSUE

NEWSLETTER PHILOSOPHY

When we started **Winning** back in September it was intended to be a publication that would be enjoyable and useful for you to read. Our intent was to talk about issues that will influence our mutual success. And it was an opportunity to share with you what other dealers are doing to win. Here we are with the fourth issue and nobody has even noticed. Now that doesn't bother me too much because I enjoy writing this stuff. Enjoy the telephone interviews with you folks even more. But while I'm having fun, Markkula and Carter are getting nervous, wondering if they're pouring their money down a sewer. Because there is very little feedback that you folks even realize you're getting this thing. So do me a favor. If **Winning** is useful and gets your creative juices flowing, then tell Carter. If you find it a waste of time, tell him that too. Because in this situation no news is bad news. Thanks.

Ok, back to **Winning**. Last time we talked about the success the folks from **Computer Solutions, Inc.**, San Antonio have had selling local schools. (North Texas State 14, Edgewood 6) And in this issue you'll see how the folks from **Team Electronics** are doing the same with the local high school systems and universities in Southern Illinois. But we're really only beginning to tap the opportunity.

In the last issue we also devoted a big chunk of space to the subject of "growing the business". And included an outline for a sample business plan. Our friends from **Computers etc.** in Maryland even offered to share the essentials of their successful plan with their Apple dealer friends. And that brought several requests plus a rather strange letter from Gene Carter's piano teacher back in Oklahoma City — Davy Joe Swartz. Anyway, Davy Joe wrote, "Frank, your comments about planning are as appropriate in the piano business as in your business. Like I always told Carter: Billy Gene, if you don't know where you're going, any road will take you there." Anyway, our thanks to piano teacher Swartz. I think.

Financing the business, particularly a business on the grow, may be the most important thing you do. Because the growth is just beginning. As Horace Greedy once said "you ain't seen nothin yet!" Sound financial management, accurate forecasting of product, people and facility needs is as important in your

business as it is in ours. That's why we'll spend time in future issues talking about growing the business; about business strategies that will help guide you through the plush and the lean times. After all we are in this together.

One final point before we move on. This issue is the first of the New Year. And there's no better time to say "thank you" from our family to yours. Thank you for making 1978 the best year ever. And '79 will be even better. Back to selling. And **Winning**.

PROMISES, PROMISES

Last time we made some comments about that special brand of Apple integrity. We talked about being as concerned about **how** we do business as **how much** business we do. Being above-board and consistent in our relationship with our suppliers, our distributors, our dealers, is important to us. Being above-board is easy when there's enough business for everyone, with instant delivery. The real test comes when orders take a nose dive or worse, when they go through the ceiling, and production can't keep pace. Then everybody loses. The customer, because he can't get what he wants, now. The dealer, because he's forced into the "give me a deposit and I'll put you on the list" routine (deposits don't pay the rent). And the manufacturer loses because a missed opportunity doesn't show up on his income statement.

During the past several months we've all experienced growing pains. And it's been difficult for all of us. Through it all we've tried to be honest and do our best to keep you informed. We allocated deliveries to

IN THIS ISSUE:

- Newsletter Philosophy
- Promises, Promises
- New Faces for a Company on the Grow
- And New Places to Grow
- Hi Fi and Apples, Team Electronics Style
- Byte Shop, Walnut Creek, does it with TV ads, Computer Faires and More
- Keller, Bennett, Robinson and Butler Go to School
- About Advertising & Sales Promotion
- Apple on Merv Griffin Show
- Next Time

be fair to everyone and stuck by our guns in spite of complaints, pleas for special consideration and the like. And as a result we've probably been successful in upsetting everyone. But it was a conscious decision. We're all in it together, through the good times and the bad. We'd rather have 100% of our dealers screaming (but knowing they'll get treated fairly) than have 50% screaming because the other 50% got special treatment. Sort of a damned-if-you-do and damned-if-you-don't situation.

We made promises we thought we could keep. And did a pretty fair job of delivering on those promises. Enuf of that.

We also promised ourselves that we would make the investment in people and facilities to assure our continued leadership. And we quietly went about building the best staff in the personal computing industry. We think we've succeeded.

NEW FACES FOR A COMPANY ON THE GROW

When Jobs and Woz started in Steve's garage they did everything themselves. And quickly realized if they were ever going to get rich slow they'd need help. Lots of it. They got it. Soon the business became the most talked about success story in Silicon Valley. And that created new demands for people, facilities and dealers. That was two years ago. And the demands for people and facilities have continued to grow. So has our commitment to finding the best people anywhere.

Tom Whitney joined Apple three months ago as Executive Vice President and Director of Engineering. A Ph.D. in EE from Iowa State, Tom joined Apple because he saw it as an opportunity to put his technical and management skills to work, in an environment where they really count. And a chance to have some fun. No stranger to the computer business, Whitney was previously engineering manager of the Hewlett-Packard General Systems Division, with responsibility for the HP 3000 computer series. He also directed the hardware and software development of the HP 35, 45, 65 and 80 calculators. Tom is no stranger to fun either. In 1973-74 he took a 9-month leave of absence from HP and moved to Lake Tahoe with his wife and young family, for the finest ski vacation of his life. Sweet Memories. And not the 16K RAM variety.

Bill Thomas is our new Apple II Systems Software Manager. Bill, a Stanford graduate with a BS in Industrial Engineering, was one of the founders of Four Phase Systems, now a multi-hundred million dollar distributed processing outfit and the recent darling of Wall Street. At Four Phase, he directed the systems software group and later managed the R & D software operation. Most recently, he was in charge of software for Tandem Computers.



Roy Martin, with an MS in math and computer science from San Jose State, joined us eight weeks ago as Manager of Applications Software. A former math instructor at Iowa State, Roy cut his teeth in the computer business as a program analyst at General Electric. Most recently he was involved in performance analysis of the HP 3000 operating system.

Roy Mollard, a BSEE graduate of Manchester (English variety) arrived four weeks ago as manager of manufacturing. Prior to joining Apple, Roy spent 12 years in engineering and manufacturing assignments with Fairchild, Sprague and National. Most recently as production manager for the National Hybrid group.

Trip Hawkins, Manager of Market Planning, joins us from Creative Strategies, the market/economic planning consulting firm. A magna cum laude graduate of Harvard with a Stanford MBA, Trip authored the Creative Strategies reports on Personal Computing. He also invented a table top electronic football strategy game now being sold worldwide.

It's often said "a company is known by the people it keeps." It's true. Tom, Bill, Roy, Trip . . . are just a few of the most recent additions to our staff. We've significantly increased employment and we're rapidly outgrowing our facilities. Ouch! But wait.

AND NEW PLACES TO GROW

Steve's garage was 407.5 sq. ft. Give or take an inch. And it wasn't even his garage. It was his sister's. (Thanks Sis) But it was a beginning and when you're putting your entire life's savings on the line you're not particular. (How much can a 19-year-old save?) Before long we outgrew the garage and, until a few weeks ago, we were squeezing everything into our Cuper-

tino, Bandle Drive facility. By January 1979, however, we will have added an additional manufacturing facility. (When Intel outgrew their Bubba Road facility we moved in.) And it's really the beginning. Because personal computing is a big, getting bigger, business. And we'll continue to make the necessary investments in people and facilities to insure our continued growth and leadership. We've built a very financially strong organization, profitable every month for the past 16. With a substantial cash position. And an untouched line of credit with the Bank of America.

It's a long way from Steve's garage. But we've got an even longer way to go. And we can't do it without your active cooperation and participation. We're in this together. Because nothing happens until somebody sells Apple II. Enuf for now. Back to this business of selling. And Winning.

HI FI AND APPLES, TEAM ELECTRONICS STYLE:

Team Electronics is a multi-store hi-fi chain in the Midwest. They also sell Apples, by the dozens. And one of the most successful Team Electronics operations is in Southern Illinois.

How does a hi-fi retailer find happiness in personal computers? Simple. Hire a 21 year old computer science buff with a flair for sales and marketing. That's what the folks at Team Electronics, Galesburg, Illinois did. And it worked. Thanks to Mike Hemmer. (309-344-1300)

Mike, then a senior at Western Illinois University, was hired during the Christmas rush in 1977. Because his college major was computer science, he knew something about computers. He was also gushing with enthusiasm about personal computing.

Mike's first job was to set up an attention-getting personal computer demonstration area. Because you can't sell an Apple II unless you show the prospect



the kinds of things he or she can do with it. The Apple II demo is tied into a disk, an AC controller from Mountain Hardware and Speechlab from Heuristics. Mike even hooked up several of the hi-fi

demos to the Speechlab/AC Controller/Apple II combination and now uses voice commands to turn on the hi-fi demos (software purchased from local computer users group member). That sort of active display not only interested hi-fi shoppers, it was the sort of Buck Rogers demo that got the other four salesmen in the store "turned on".

With an attention-getting demo completed, Mike then launched into a training program for the 17 salesmen in the Galesburg, Decatur and Springfield stores. Every Tuesday evening there is a session with one salesman from each store. Mike shows them how to demo an Apple II, high resolution color graphics, here's how you get info on and off the disk, here's how you can have some fun. Some evenings it's a "field trip" to Radio Shack to see what a TRS-80 looks like. To witness first hand how the competition sells. But the best attention-getter/motivator is the "take Apple II home for a weekend". And the hi-fi sales pro becomes an Apple II addict. Because his kids won't let him do otherwise. After a month or two the "trainee" feels comfortable giving a demo. And instead of one "computer consultant" now there are four. Then seven. Soon all 17 salesmen are gushing with enthusiasm. Wow! This is a fun business.

What else are the pros from Team Electronics doing? They've organized local user groups. And they put on at least one seminar a week. One for the faculty at Western Illinois University. And an Apple II order is closed. Another seminar at Southern Illinois University, at the Carbondale and Springfield campuses. And seminars for the local high schools. And for local business groups. And multiple Apple II orders follow. Yep, Winning is more fun.

I recently had a discussion with Bob Wiekham, the Vantage Research pres, publisher of Personal Computing Industry Report and industry futurist (415-965-4900). Bob commented that while the \$2 billion stereo biz is bigger than the \$500M personal computing market today, the gap is closing quickly. By 1980 (months away) the personal computing industry cash register will read \$1.25B, \$2.4B by '82 and a big \$5B by '85. And according to a recent Computer Retailing report IBM is predicting the same \$5B by '85. No wonder the hi-fi entrepreneurs are out beating the bushes for folks like Mike Hemmer.

BYTE SHOP, WALNUT CREEK, DOES IT WITH TV ADS, COMPUTER FAIRES AND MORE

When the Altair computer hit the market in 1975 Charlie Babb bought one to help him do inventory control. At the time, he was managing a warehouse in Northern California. Anyway, he and an associate, Dan Soldahl, got so involved trying to put a workable system together that they became computer hobby-

ists, of necessity. Then in early 1976 they became interested in running their own computer store, read a Paul Terrell Byte Shop "franchise" ad, and in August, 1976, opened in Walnut Creek, California (415-933-6252).

Charlie and Dan are promotion-minded. Direct mail has produced excellent results. But the biggest boost comes from their periodic computer faires, held in their store. And in two big circus tents in the parking lot. The last faire attracted 2500 lookers. And resulted in a boost of \$50,000 in sales in the following month. Wow!

And now they're trying TV. The current promotion breaks next week and is a series of 20, 30-second TV commercials that run on a local financial news station, in early morning. A very select target audience but an audience ideally suited to selling the Apple Dow Jones package. And that's what the 30-second commercial is all about. But the folks from Byte Shop, Walnut Creek, aren't stopping there. They're putting their money where their mouth is and have ordered twenty (20) Apple II's with the Dow Jones package. When that Wall Street hobbyist gets interested, all he has to do is pick up his computer package at the Byte Shop. In stock. Ready to go.

The guys from Walnut Creek are a gutsy bunch. But that's what it takes. Convinced that their TV promo will capture at least 20 Apple II orders immediately, the pros from the Byte Shop put it on the forecast and ordered, with enough lead time to make certain the products will be on their shelf when the TV blitz hits the screen.

Our thanks to Charlie and Dan for helping us grow this business.

KELLER, BENNETT, ROBINSON AND BUTLER GO TO SCHOOL

Tom Butler is an ex-microcomputer systems designer. His partner in Data Domain of Fort Wayne, Indiana (219-484-7611) Norm Casselman, is an ex-software type. Anyway, when they decided to get into the personal computer business they approached it a bit differently than the typical retail outfit.

First they decided there were big bucks available in business systems and in the education field. So they hired four ex-computer sales types as outside sales people. Two service engineers. And two inside salesmen.

The folks from Fort Wayne have had particular success in selling Apple II into the local school systems. They offer two systems. One system labeled Staff Development System includes 48K memory, dual disks and the Centronics 779 printer. This provides the teachers with expanded graphics capability, the memory needed for split screen operation and the



like. The other system is the Student Package with 32K memory and disk. A typical school district will buy one or two Staff Development Systems and at least a half dozen of the Student Packages. This systems approach to selling Apple II's has even been extended to the point that Apple II's are replacing the leased HP terminals (Sorry William, sorry David). And now the school has a stand-alone Apple II student system; or when it makes economic sense, the guys from Data Domain will even interface Apple II to the HP central computer. Innovative selling in spades.

Anyway, dozens of Apple II's are now in the four largest school systems in Fort Wayne. And the folks from Data Domain provide software support, service, and the opportunity to add more Apples as the enthusiasm grows.

How do you cash in on the high school education opportunity? Well, Tom Butler sees it this way. First, identify the teachers most likely to have a need or interest. Usually the math or science teachers. After some preliminary selling, set up an appointment after hours to show what Apple can do. Data Domain opens only six hours a day, so that the big buck prospects can be scheduled into the store for a demo when the store is closed to walk-in business.

Once the teacher is enthused, the next step is to help them sell the principal. Then the superintendent. And finally, the school board. All the way the Data Domain outside sales people are giving the presentations and demo to the teacher, then to the principal, etc. The school board is sold on an individual basis. Personal letters to each member. Then a sales call. And a demo in the retail store after hours. By the time the issue reaches the "official" school board meeting for approval, it's already been sold.

Last time we mentioned that every year six million young people learn to sew in junior and senior high school. And that's one of the reasons 52 million

American homes have one or more sewing machines. Computer programming/familiarization classes are becoming increasingly popular in high schools and already part of virtually every junior college and university program. And Apple II makes hands-on experience even more affordable. As Red Motley would say, "nothing happens until somebody sells something." Your ball.

ABOUT ADVERTISING & SALES PROMOTION

This is really getting to be fun. The guys from Byte Shop, Walnut Creek, promote the Apple II Dow Jones package on the local TV financial news channel. Good thinking. The folks from Computerland have been running beautiful four color ads in American Way, in-flight magazine for American Airlines. Ads touting personal computers, and Apple. At \$6615 a pop plus production, that's putting your wallet where your mouth is. And the folks from dataCope in Little Rock, Arkansas, are doing superb promotion in Arkansas magazine (see back cover). Anyway, thanks to our promotion minded friends for helping us grow this business.



LET PERSONAL COMPUTERS DO IT.

Water Environmental and Chemical Control

The Student Education

As Official Computer for the Dow

ComputerLand
We Know Small Computers.

Incidentally, in that December issue of American Way our "How to buy a personal computer" ad was on page one. The Computerland ad, on page 21 and

Radio Shack, page 46. That makes it Apple/Computerland 2, Radio Shack 1.

We continue to make substantial investments in advertising. In January, you'll see ads in Creative Computing, Interface Age, Calculators & Computers, Popular Electronics, I.E.E.E. Computer, Learning, T.H.E. Journal, and Omni. And then a big push starting in late February/early March.

We're also getting exceptional press coverage. An attention getting editorial write up in Playboy's December issue on "indoor sports". Also a well written story in T.H.E. Journal (to 33,000 educators) on how students at Cupertino Jr. High School in California are getting hands-on experience with Apple II's. It's all part of a Computer Literacy Program for students and teachers. The computer will be used in courses ranging from World Affairs to Science. Roger Cutler, our education market guru, also teaches a course for these teachers in the same Computer Literacy Program.

Incidentally, Apple II is the hottest game in town—when it comes to education. Do we have everything every teacher needs? No. But we have more than anyone else. And for those computer-hungry educators we're just what they're looking for. And many dealers are making big bucks helping junior high, high school and college students learn about computers. CHARGE!

APPLE ON MERV GRIFFIN SHOW

Mike Markkula may have launched a new career. From computer marketing executive, Board Chairman, to matinee idol. All because of his appearance on the Merv Griffin Show. If you're interested in the beginnings of a show biz legend, tune in Merv. January 23rd in New York, Los Angeles, San Francisco, Miami and Dallas, January 30th in Chicago. For air time in your town, call your local station that carries the show and ask them when program #1792 will be shown.

What! And give up show business!

NEXT TIME

More about what the great minds in computer retailing are doing. In the next issue we'll talk more about what local dealers are doing to create awareness. Local TV, radio and print advertising. Press coverage of interesting local Apple applications. Direct mail. In-store programs. With photos of store layouts and POP materials. And more. If you have success stories or are doing something that is really working, let us know. (415-329-0810, ask for Burge.) Particularly if you'd like to share it with other folks like yourself. Yep. This is a fun business. Particularly when we're Winning. Thanks for listening.

Apple II will change the way you think about computers.

enjoy expanding that library through our Apple users group or from the rapidly growing Apple Software Bank.

Alive with sounds and color.

Vibrant sounds liven up your programming while dazzling colors enhance interest and comprehension. Apple's advanced commands make color and sound easy for even a beginner to master. A 54,000 point color display lets you explore applications ranging from animated cartoons to architectural design.

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Apple is the proven computer.

When you buy an Apple II you are investing in the leading edge of technology. Apple is a state-of-the-art computer. Its advanced design keeps the number of components to a minimum, thereby making it more reliable. In fact the Apple II features a circuit design so trouble free that it is warranted for one full year.

Available now.

Apple is in stock and ready for delivery at DataCope. Introduce yourself today to the computer which delivers the features you need to enjoy the real satisfaction a personal computer can bring. Come see Apple II, the worlds most popular personal computer at DataCope.

Suddenly everyone is talking about personal computers. Your neighbor or friend may even have one. Are you ready for one? Which personal computer will be the most rewarding and enjoyable for you? Since the first Apple II was delivered in April, 1977, more people have chosen our computer than all other personal computers combined. Here are some of the reasons Apple has become such an overwhelming favorite.

Apple is a fully tested and assembled computer. You won't need to spend weeks and months putting it together. Just take an Apple home, plug it in, hook up your color TV and any cassette tape deck — and the fun begins.

Apple is so powerful and easy to use that you'll find dozens of appli-

cations. There are Apples in major universities, helping teach computer skills. There are Apples in the Office, where they are being programmed to control inventories, chart stocks and balance books. And there are Apples at home, where they can help manage the family budget, control your home's security and environment, teach arithmetic and foreign languages, and, of course, enable you to create hundreds of sound and action video games.

A learning tool.

Apple II is a portable education. Using it you'll begin to learn what a computer is all about. You'll discover how easy it is to create programs that help your kids with arithmetic or spelling. (Yes it is OK to let your kids use Apple II. It's ruggedly engineered, and has a virtually unbreakable molded case.) As your skill grows your library of programs will too. And you will

dataCope • 5706A W. 12th St. • Little Rock, AR • 666-8588

applesource

11/78

A SEMI-REGULAR NEWSLETTER FOR APPLE COMPUTER DEALERS

PEOPLE WHO CAN HELP.

The following list is of people and their specific areas of responsibility. We hope this list will help you get faster and more accurate information when you write or call Apple.

Jim Hoyt

Hardware/software technical questions, User Groups

Sami Asfour

National Service Manager

Jean Richardson

Advertising materials support

Roger Cutler

Educational marketing support

Susan Wardy

Credit Manager

Dean Clynne

Distributor order entry/order scheduling

Bana Witt

Apple Software bank/how to submit programs

Mike Connor

Sales support manager including new dealer & OEM information

APPLE AND DOW JONES/ A WINNING COMBINATION

DEALER INFORMATION SHEET

Two of the most sought after applications for personal computers are financial management and data base management.

We are taking the first step toward providing these functions in a truly useful form by announcing the Dow Jones & Co. Inc., Apple Computer Inc. Personal and Financial Evaluation Service.

WHAT IS IT?

This service combines the local computing power of the Apple II with access to a large, continuously updated, Dow Jones data base to provide the user with the capability of managing finances and making investment decisions based on current market data.

HOW DOES IT WORK?

Here's how it works. Dow Jones & Co. Inc. maintains a large computer which is continuously updated with current stock quote information (delayed 15 minutes) and current and recent past (up to 90 days) financial news stories from the Dow Jones news media (Wall Street Journal, Dow-Jones

News Service, Broad Tape, etc.). This data is made accessible to the user's Apple II computer, via a local telephone connection, to a nationwide time-sharing computer network.

The Apple II is capable of fetching the data, manipulating it, and then presenting it in a useful format. The service is available seven days a week between the hours of 8:00 a.m. Eastern time and 12:00 p.m. Pacific time.

WHAT DOES IT DO?

The Apple Software Bank will contain a series of programs to make use of this and other Dow Jones services. The first of these is called APPLE STOCK QUOTE REPORTER. With APPLE STOCK QUOTE REPORTER, the user can obtain quotes on any stock listed on any of six major exchanges in the United States. The program provides many conveniences such as:

- Ease of use
 - automatic log in
 - automatic stock quote inquiry
- Hard copy or video only output with a single keystroke
- Simple portfolio entry
 - stocks may be entered or changed at any time
 - portfolio may be automatically stored on cassette tape
 - portfolio may be entered from cassette tape
- Automatic continuously recycling stock quotes

Many other programs and capabilities are planned. You will be advised of them as they become available.

WHAT DOES IT LOOK LIKE?

APPLE STOCK QUOTE REPORTER

STOCK	IBM	ITT	GULF
BID/CLOSE	279	31 3/8	18 1/2
ASK/OPEN	278 1/4	31	19 1/4
HIGH	279 3/4	31 3/8	
LOW	278 1/4	31	
LAST	279 5/8	31 1/4	
VOL(100)	721	596	

STOCKS CURRENTLY IN PORTFOLIO

IBM	ITT	GULF	COKE	GE	DEC	XON
DJ	DIS	GM	F	PRD	MAT	EK
BR	ED	S	HWP	HLT	TWN	LVI

WHAT EQUIPMENT IS NEEDED?

All the user needs to take advantage of this new service is a 32K Apple II, a Communications Interface Card and cable, a modem, and an ordinary telephone.

DEALER PROCEDURES

1. Demonstrate the service to the customer.
2. Fill out the contract which comes with each Dow Jones pack (4 copies). They must be signed by you and the customer.
3. Call Ms. S. Peretz, collect, at 609-452-2012, extension 458, and relay the contract information. All calls must be made between 8:00 a.m. Eastern time and 9:00 p.m. Pacific time.
4. Put the customer on the phone to receive his/her password. All passwords consist of 4 numbers and 6 characters. Dow Jones will assign the first 4, the user may choose the last 6. All passwords issued before 8:00 p.m. Eastern time will be effective the following day.
5. Send two completed copies of the contract to:

Apple Computer Inc.
10260 Bandley Drive
Cupertino, CA 95014

HOW MUCH DOES IT COST?

- Contract fee: \$25 initial, one-time only Contract Administration fee
 - Session fee: \$3 Log-in for the first 3 minutes plus 50¢ per minute fee thereafter for each session
- (Prices subject to change without notice)

Initially, the customer will be invoiced at the end of each month. If it proves feasible, automatic billing through a major credit card will be added at a later date.

CONTRACT PACKAGE

Enclosed you will find the APPLE STOCK QUOTE REPORTER program cassette with complete instruction manual and four copies of the service contract. You may reorder them as follows.

CONTINUED ON PAGE 2

CONTINUED FROM PAGE 1

PRODUCT	ORDER CODE	SUGGESTED RETAIL PRICE	DEALER PRICE
DOW JONES CONTRACT PACKAGE Contents: a) Contract-4 copies b) Apple STOCK QUOTE PROGRAM CASSETTE c) Apple STOCK QUOTE INSTRUCTION MANUAL	A2M0022	\$ 25.00	\$ 17.90
MODEM IIA includes interface & cable	A2M0017	495.00	337.00

We recommend that each dealer obtain his own password for live demonstrations to serious potential customers, and maintain an inventory of at least ten (10) Dow Jones Contract Packages. Modems with interfaces

are available now and you should have them in stock.

For future reference, be sure to keep this information and all other Apple Source Newsletters.

The ups and downs of success (more commonly known as back orders)

You are participating in the creation of something unique, an industry that will significantly alter the course of the future. You have taken us from the stage of asking whether a personal computer market exists, into a period where national media is answering that question with a resounding yes!

The thrill of this unprecedented success is yours and you should not only enjoy it but use it as a sales tool. Through your fantastic sales efforts, the Apple II, Disk II, and the Applesoft ROM card have become the most demanded products on the market today. Anything that good and that widely accepted is well worth the wait. This is an important concept for you and the customer to realize.

It is equally important during this time of accelerating sales that we continue to support each other. We have a tremendous consumer interest built up and we are gearing up our production as quickly as training and quality control will permit. Our goal is to ship new orders four to six weeks ARO by November and maintain a normal three to four week shipping cycle by year end. Our factory and advertising crews are building up for a super Christmas season. With your help and cooperation we can make it happen.

NEED A GUIDE

How do you EXPLAIN to a customer what to look for when buying a computer? CONVINCING him that people

like him use computers, and ANSWER his questions about what it can do for him without spending the entire day at it.

The Answer ... Apple's beautifully illustrated handbook: A CONSUMER'S GUIDE TO PERSONAL COMPUTERS.

Before we can release these we need enough orders in-house to do a second printing.

The minimum order is 100 and they can be purchased from your distributor for \$1 each using your cooperative advertising allowance.

If each store orders 100-200, we can get this great sales aid working for us.

DISCOUNTING/ HAVE YOU THOUGHT ABOUT WHAT YOU'RE LOSING?

PROFITS: A lot of grumbling in this industry about poor margins, yet when a manufacturer offers good margins, his product gets discounted. Great way to back up an argument, huh?

RETURN ON INVESTMENT: Takes more cash to accomplish the same thing.

ABILITY TO REINVEST IN THE GROWTH OF THE ORGANIZATION: Money goes into the customer's pocket not yours.

COOPERATION FROM OTHER DEALERS: You're hurting their business too.

EFFICIENCY OF SALES OPERATION: You work twice as hard to make the same money you would have made if you hadn't discounted.

ABILITY TO INVEST IN SERVICING YOUR CUSTOMER: Quality is remembered long after price is forgotten.

CREDIBILITY WITH THE CUSTOMER: He is convinced the only thing you're good for is discounting.

ABILITY TO SELL ANYTHING AT A DECENT MARK-UP: Customers now expect a discount.

What do you do about the discount?

Send him all the hard core discounting-oriented customers you can find. He'll go out of business soon enough. Keep the service-oriented customers for yourself. They keep coming back for help with new peripherals they've bought from you.

GET IT WHILE IT'S HOT

(Apple's Automatic Purchase Plan)

We still think this plan is a good one, so we are going to take another run at it.

Each of you is eager to get evaluation units of Apple II peripherals and software as soon as they are released.

We have put together a plan that will get them to you quickly. One we know you will like.

OK, let's get those order pads and pens out because ... Here's the Plan! Send a written purchase order to your authorized Apple Distributor worded as follows:

APPLE AUTOMATIC PURCHASE PLAN

Ship to me, C.O.D. one of each new Apple peripheral or software product as they become available.

This order is limited to items that do not exceed \$500 retail.

You will be receiving these products at your regular discount price. The plan has been limited to items costing \$500 or less so you don't receive any bluebird invoices.

Once you have evaluated the product, you can order as many as you wish from stock.

Get your APP orders in now so your distributor can let us know his needs.

Those of you who signed up for the first one need to sign up again since the old plan is no longer in effect.

There is Something in Apple's Bank for You

Do you need to build more store traffic?

Do you want more chances to show customers exciting new peripherals

CONTINUED ON PAGE 3

CONTINUED FROM PAGE 2

and software?

Apple's Software Bank of Contributed Programs is here!

The upcoming CONTACT newsletter will inform Apple owners that these contributed programs are available from all authorized Apple dealers. Customers will also receive a catalog which contains a brief description of each program released.

To expedite the first release, we mailed them to you direct and then billed you later. To get the next releases of Contributed Programs, you can sign up for Apple's Automatic Purchase Plan or order them as they become available by submitting a written purchase order to your distributor.

Your cost for each diskette of software released is \$25. You may sell or give this software away. It's up to you. If you sell it, we recommend a price of \$10 for a copy of the entire diskette, or \$2 for individual programs when copied on user-supplied media.

See the section on Apple's Automatic Purchase Plan.

WHAT'S IN APPLE PERIPHERAL PRODUCTS LINE FOR YOU?

MONEY
How do you get it?
By
DEMONSTRATING
them

Have you ever walked into a new car dealer and been shown the stripped down economy model without any accessories before you were shown the luxury model? NO!!

Why?

It's easier to sell accessories if the benefits are demonstrated as an entire package rather than as intangibles that add to the purchase price.

Even if the customer doesn't buy the accessories the first time, the fact that their benefits have been demonstrated as part of his system will leave him hungry and he'll be back.

It's time for your store to start getting its share of the money and here are the products you should have up and running to get it.

- 48K Apple II
- Twin Disk II's
- Color TV and B/W monitor
- 779 Centronics Printer

- Modem II
- Speechlab
- INTROL A.C. line Controller
- Capabilities Diskette
- Dow Jones Stock Reporter

Make sure you have plenty of back up stock on the peripherals so you will have them to sell when sales start climbing.

Everybody Loves a Winner

If you have developed a sales approach or a way to overcome a particular sales objection that has been successful in selling Apple, we'd like to share it with you and other dealers. To get your story in print, call or write Frank J. Burge, the editor of our sales newsletter, WINNING. Call collect at (415) 329-0810 or address a letter to his attention at our corporate address.

I CAN NEVER GET THE RIGHT ANSWERS FROM APPLE WHEN I NEED THEM

We have an extremely large volume of calls coming into the factory and a large part of them reach the wrong people. This increases the work load and frustration for you and us. Here are some things you can do to help us get an immediate handle on this growing problem.

1. If your problem or question doesn't need an immediate response, please send us a letter instead of calling.
2. When you do call or write, ask for the right person, not someone you just happen to know.
3. Please be brief, and when you have the answers you need, say goodbye.
4. When your customer has a problem, request the answer for him so that the next time it comes up you will know the answer.
5. If you purchase our products through a distributor or franchise operation, direct your orders, literature requests, and product release questions to them.

These procedures are not designed to inhibit information flow, but rather to increase the quantity and quality of it. With your help we can get better answers to more people a lot faster.

OUTSIDE THE ORCHARD

There are a growing number of publications and products that support the Apple. Some are excellent sales and support aids and some need a little help. As we become aware of these, we will publish as

much information as we have about them. If you know of any, please tell us about it. We need to know: Name, address, and phone number of the manufacturer, the product name, and your experience with it. Send your letters to us, attention: Apple Source.

Publication:

MICRO
The 6502 Journal
P.O. Box 3
South Chelmsford, MA 01824
Great hardware & software information on 6502 & computers that use them.
The Apple Core Newsletter
(The Journal of Independent Apple User Groups)
P.O. Box 4816
San Francisco, CA 94101

This is a must for Apple people, lots of goodies.

Products:

Microproducts 2716 EPROM Burner
It works but the design concepts, documentation and general construction could use a little help.

Software:

Microproducts
1024 17th St.
Hermosa Beach, CA 90254
Co-resident assembler/no info on quality
Program Design, Inc.
11 Idar Court
Greenwich, CT 06830
Educational/no info on quality
6502 Program Exchange
2920 Moana
Reno, NV 89509
Apple FOCAL/no info on quality
Puget Sound Program Library
Exchange
6708 39th Avenue SW
Seattle, WA 98136
General programs/no info on quality
Rainbow Computing, Inc.
10723 White Oak Avenue
Granada Hills, CA 91344
General programs/no info on quality
G2 Program Library
GRT Corp.
1286 North Lawrence Station Rd.
Sunnyvale, CA 94086
Games/no information on quality
David Gordon
16986 Tupper Street
Sepulveda, CA 91343
Business, games, etc./for trade only, over 100 programs of pretty good stuff

CONTINUED ON PAGE 4

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Dr. George I. Haller
1500 Galleon Drive
Naples, FL 33490

Business & golf/no info on quality

Magnamedia
17845 Sky Park Circle, Suite H
Irvine, CA 92714

Games & education/good stuff

Ed Avelar
2850 Jennifer Drive
Castro Valley, CA 94546
415/538-2431 after 6 p.m.

Business & game programs/no info on quality

Darrell's Appeware House
17638 157th Avenue SE
Renton, WA 98055

Business software/no info on quality

EBC
P.O. Box 138
Freeville, NY 13068

Games/no info on quality

CH Gulfo
602 Orange St.
Charlottesville, VA 22901

No information

Softape Software Exchange
10756 Vanowen St.
North Hollywood, CA 91605

Games/good stuff

Southeastern Software
7270 Culpepper Drive
New Orleans, LA 70126

Apple demo & newsletter/no info on quality

Speakeasy Software Ltd.
Box 1220
Kemptville, Ontario

KOG 1JO, Canada

Games/good stuff

APPLE'S STILL SPRINGING UP

Let's get your efforts at creating user groups into print. If you are in the process of forming a user group or know of user groups in your area, get their name, address, a person to contact, and a phone number. Mail this information to Jim Hoyt so it can be published in the next CONTACT newsletter.

Keep it Growing

When we plant a seed that we eventually want to develop into a fruit-bearing tree, we do a lot more than just drop the seed into the ground and walk away. We fertilize it, apply mulch, weed the area around it and water it.

Your first Apple sales are similar to that first seed. I'd like to pass on some things to you that have helped our

CONTINUED ON PAGE 5

The Great American Apple vs Radio Shack Showdown

Here are some sure fired shots to help you when you're involved in a showdown with Radio Shack's TRS-80.

- Don't argue: agree but qualify misconceptions of Apple or Radio Shack without creating conflict.
- Ask questions pertaining to what the customer will be doing with the computer immediately and the future plans he has for it.
- Round out the customer's perspective of what a personal computer should be able to do. Emphasize Apple's strong points by using broad concepts not the actual specifications.
- Now relate Apple's attributes directly to the customer's expressed interests.
- One of the most effective sales tools has been to place the Radio Shack and the Apple side by side. Then go over the basics.
 - Loading times
 - Benchmark run times
 - Use of string variables
 - Disk storage capabilities
 - Ease of expansion
 - Availability of peripherals
 - Graphics—low and high
 - Analog to digital converter on Apple
 - Tone generation
- Let's not forget the tremendous advantage of having knowledgeable people at the store to help the customer.
- Ask for the order.
- Here are some actual program run times and performance comparisons you can use:

1. Compare the cost of DISK II vs the Radio Shack Floppy

	Apple II	TRS-80
Floppy Disk (1)	\$ 595	\$ 499
Floppy Disk 2nd Drive	495	499
Controller	Included	299 (expansion interface)
	1090	1297

The Radio Shack is almost 20% more expensive!

- What does the Apple customer get for 20% less?
 - over 30% more capacity (80K bytes vs 116K bytes)
 - over 25% faster transfer rate (125K bps vs 156K bps)
 - over 250% improvement in access time (500 ms vs 200 ms)
- Benchmark Program #1


```
10 PRINT "START"
20 FOR K=1 TO 1000
30 NEXT K
40 PRINT "END"
50 END
```

Apple Integer—1.3 sec. Applesoft II (cassette)—1.4 sec.
Level I—2.5 sec. Level II BASIC—2.8 sec.
- Benchmark Program #2


```
10 PRINT "START"
20 K=0
30 K=K+1
40 IF K < 1000 THEN 30
50 PRINT "END"
60 END
```

Apple Integer—3.1 sec. Applesoft II—8.3 sec.
Level I—18.6 sec. Level II—11.3 sec.
- Benchmark Program #3


```
10 PRINT "START"
20 K=0
30 K=K+1
```

```
40 A=K/K*K+K-K
50 IF K<1000 THEN 30
60 PRINT "END"
70 END
```

Apple Integer—7.2 sec.
Level I—24.4 sec.

Applesoft II—15.7 sec.
Level II—20.7 sec.

6. Benchmark Program #4

```
10 PRINT "START"
20 K=0
30 K=K+1
40 A=K/2*3+4-5
50 IF K<1000 THEN 30
60 PRINT "END"
70 END
```

Apple Integer—7.2 sec.
Level II—37.0 sec.

Applesoft II—17.5 sec.
Level II—27.7 sec.

7. Benchmark Program #5

```
10 PRINT "START"
20 K=0
30 K=K+1
40 A=K/2*3+4-5
50 GOSUB 90
60 IF K<1000 THEN 30
70 PRINT "END"
80 END
90 RETURN
```

Apple Integer—8.8 sec.
Level I—46.0 sec.

Applesoft II—19.1 sec.
Level II—30.7 sec.

8. Benchmark Program #6

```
10 PRINT "START"
20 K=0
30 DIM M (5)
40 K=K+1
50 A=K/2*3+4-5
60 GOSUB 120
70 FOR L=1 TO 5
80 NEXT L
90 IF K<1000 THEN 40
100 PRINT "END"
110 END
120 RETURN
```

Apple Integer—18.5 sec.
Level II—(Level I has no DIM)

Applesoft II—28.4 sec.
Level II—50.5 sec.

9. Benchmark Program #7

```
10 PRINT "START"
20 K=0
30 DIM M (5)
40 K=K+1
50 A=K/2*3+4-5
60 GOSUB 130
70 FOR L=1 TO 5
80 M(L)=A
90 NEXT L
100 IF K<1000 THEN 40
110 PRINT "END"
120 END
130 RETURN
```

Apple Integer—28.0 sec.
Level I—110.0 sec.

Applesoft II—44.5 sec.
Level II—77.7 sec.

CONTINUED FROM PAGE 4

older dealers keep it growing.

Keep your staff involved with the Apple.

To help new employees become familiar with it, send the Apple home with them for the weekend.

Read the magazines that come in.

Quite a few magazines publish software and product comparisons and programs for the Apple. These are great image builders and sales tools. You will probably sell more magazines as well.

The best sales tools you have are your customers.

Keep in contact with them. Be aware of what they are working on. Start a users group that is based out of your store.

Introducing new customers to this kind of user support can make a lot of sales.

WHAT'S >5

Minimum Shipment Requirements for peripheral interface cards, cassette program tapes. If your order is received and items on it don't meet minimum shipping requirements, it will be returned to you. A letter will accompany it asking that you change the order to reflect minimum release quantities so that we can begin processing it. Needless to say, this will cause delays in shipping. Let's do it right the first time and there will be no delays. You will find the minimum shipment requirements on the back of your dealer price list.

How's the Mail?

Warranty cards require 15¢ postage. Keep adding the extra touch of personal service by sending them for the customer, but make sure you use the right amount of postage.

EFFECTIVE IMMEDIATELY

Effective immediately, no replacement parts will be sent out unless the request has the serial number of the machine the parts came from and the bad parts are included. If the warranty card is not on file with us, proof of purchase must be furnished.

Also, please be advised that there is a minimum service charge of \$25.00 for items not covered by the warranty.

Service Department

Sami Asfour

National Service Manager

Ranked against 36 other microcomputer BASICs, Apple Integer BASIC comes in first place and Applesoft II ranks fourth with regard to operating speed. TRS-80's Level I and II rank 27th and 20th, respectively.

**LATE
BULLETIN**

APPLE COMPUTER ARRANGES TRADE-IN DEAL FOR TRS-80'S

Many Apple Computer dealers have been approached by TRS-80 owners to take their machine on trade. Now we have a way of allowing the poor guy a "TRADE-UP" and grow program.

Newman Computer Exchange, Inc. in Ann Arbor, Michigan would like to buy used TRS-80's (or PETS) from you or your customer. They have a used computer "Blue Book" and procedure letter prepared that is yours for the asking by writing:

**Newman Computer Exchange, Inc.
1250 North Main Street
P.O. Box 8610
Ann Arbor, Michigan 48107**

or by calling the TRADE-IN HOTLINE: (313) 994-3200

Here are examples of their trade-in allowance:

TRS-80

TRS-80, 4K, level I	\$225.00
CRT-41 Recorder	20.00
12" Video Display	70.00
	<hr/>
	\$315.00

PET

2001-8K	\$400.00
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Your customer can get over 50% of his money back after making the wrong purchase.

Don't delay, take advantage of this fantastic offer.

applesource 4

4/79

A SEMI-REGULAR NEWSLETTER FOR APPLE COMPUTER DEALERS

WINNING

Starting with this issue, WINNING will be folded into APPLE-SOURCE. No sense in having two dealer newsletters. The purpose of this "column" remains the same. We want to share with you what the great minds in computer retailing are doing to win. What works in Akron will work in Ft. Lauderdale. Sometimes. And once in a while we will even pass on our own ideas.

Selling is a business of momentum. The professionals react to success by piling success upon success. And they win big, then bigger. When you have the best sales day in your history everybody in the organization feels it. And tomorrow is better. The next day even better. Pretty soon it is the best month, by a bunch. And the best year. Winning is fun. It is also contagious. Suddenly the mediocre salesman, the person you weren't sure was going to make it, closes an order. And it feels good. And he's better than he has ever been. Then another close. He's unbeatable. The other sales people take notice. And soon their enthusiasm builds. Pretty soon the whole store is in a selling frenzy. Momentum. Make it happen.

Yes, WINNING is more fun!

RADIO ADS, 25 APPLES A WEEK . . . AND MORE

The folks from MicroAge (Tempe, Phoenix, Tucson, Dallas, Ft. Worth) know how to sell Apple . . . twenty-five a week. That's almost an Apple a day per store. Not bad for openers.

What are the folks from MicroAge doing to promote personal computing—and Apple. After talking to Craig Tenney, MicroAge Advertising coordinator (602) 894-9247, it's obvious they are doing

plenty. They have segmented their audience into two groups: the business system user and everyone else that could have any interest in personal computing. But that is getting ahead of the story.

About two years ago Alan Hald and Jeff McKeever, founders of MicroAge, started a one hour radio show in Phoenix on the classical music station KHEP. Alan and Jeff weren't concerned about the audience the radio station could deliver, instead they were interested in a medium. The lowest cost medium that made sense. As it turns out KHEP would sell them the one hour, 5-6 pm slot on Saturday for about thirty dollars. The MicroAge folks were convinced that once they put together the weekly, hour program, they could use a tag line on the POP in store displays, newspaper ads and direct mail to merchandise the "personal computer hour". In a nutshell, they would build their own audience. It worked. And before long store traffic was building. People who weren't classical music folks but were interested in personal computing were suddenly tuning in to KHAP. Store traffic increased significantly. And people would come into the store and say "that was a good program last Saturday".

Okay, thirty bucks for air time. How about program production. Simple. Craig built each program around a taped conversation with the leaders in personal computing.

That was two years ago, and the show ran for 18 months, every Saturday. Now on to the bigger bucks, phase two.

One of the things that MicroAge professionals observed was that newspaper advertising seemed to help build non-business system prospect traffic, but the newspapers and the classical music station did little to attract the

business user. So on to a more ambitious program. Only this time the decision was made to buy the prime stations. The stations with the big business audience numbers. After some testing, it was decided that the morning drive time was best. The Phoenix test market program was kicked off with 10, 30-second spots per week at a cost of \$800/week. The spots were scheduled every other week. When the program was rolled out to Dallas it ran about \$1500/week (bigger Dallas/Fort Worth audience, bigger bucks). That takes care of the business market segment. How about the other audience: the home, education, hobby, etc. market? Again, the MicroAge folks turned to radio: AM drive time. Big bucks for big audience numbers. This time \$110 per 30-second spot in the Phoenix market.

How about results? Craig Tenney sums it up by observing that the incremental cost of advertising is more than offset by the incremental profit from store sales. More importantly, MicroAge is gaining market share. Getting known in the markets it serves. And as the market explodes, the results will begin to steamroll. What fun!

We have often said Winning is more fun. The folks from MicroAge know how to win. And they have the guts to make investments for tomorrow that pay off today. This is a fun business.

Creative promotion will help you build your business and market share. If you don't have big bucks look for creative ways to use the dollars you have. Look for the lowest cost air time you can buy. MicroAge did it with \$30 and a creative idea. Why not put together your own local program. Interview your customers. Have them share with your radio audience the ex-

citement of personal computing. Real people. Neighbors, talking about what they are doing with their computer. In business. In the schools. At home. And use "banners" in your regular newspaper ads and direct mail. POP displays to promote your "personal computer radio show." And watch store traffic and sales increase. Will it work? Ask Craig Tenney.

FROM STOCK BROKER TO COMPUTERS TO TV

Fifteen months ago, Gretchen Heuring was a stockbroker. Then one of her clients asked about the personal computing industry. That sparked Gretchen's interest and curiosity. A few months later Gretchen and Vince Huerig opened the *21st Century Shop* in downtown Cincinnati (513) 381-2642. First year results were significantly better than projections. And the get rich slow, have fun adventure was working.

How do the folks from the *21st Century Shop* promote themselves? Well, Gretchen admits that it has been a learning experience. First, the attempts at newspaper advertising. But in Cincinnati that's expensive. And the results were hardly noticeable. Abandon ship. How about TV? Let's look into it. First, define our target market: age, sex, income, etc. Then call in the local TV stations to sort out the station whose audience best matches our target. Then decide.

When you tune in the 6 o'clock news on Cincinnati's prime TV station, WCPO, you will see a 21st Century Apple Computer spot. During the Christmas rush, you see the 30-second commercial five nights a week. Some weeks it's on the "Carol Burnett Show".

The cost: \$260 for each 30-second spot. Not bad. And every time the commercial ran, the 21st Century folks would sell at least one Apple the next day. Plus other goodies that made the 6 o'clock news prime time TV commercial well worth the price of admission.

And the TV station produced the commercial free for a six week contract. Total cost: \$7800 for six weeks of prime time TV coverage. Peanuts.

For some dealers newspaper advertising works. For others with a good mail list, direct mail is the best approach. But in Cincinnati it's TV.

Some folks think TV is expensive. But it really isn't. In some markets it is very inexpensive compared to alternatives. And when the local station agrees to produce the commercial at no charge, it is not a bad deal. Maybe you won't get the most creative commercial around but if it is believable and captures the excitement of personal computing then chances are it will work. Being on the six o'clock news says something about your store. And it builds recognition, preference... all the good things that end up giving you the unfair advantage. Yep! WINNING is fun!

A DOZEN APPLE/ DOW-JONES SYSTEMS FOR \$600

In the last issue we talked about Charlie Babb, MICRO-SUN Walnut Creek (415) 933-6252 and his plans to promote the Dow-Jones package on the local financial news TV Channel (KEMO, Channel 20). Anyway, Charlie went ahead with the one week test. Two-30 second commercials a day for five days, early AM time slot. Total cost \$600. Results: A dozen Apple II/Dow Jones packages sold. Not bad for a \$600 push.

Incidentally Charlie's friend, Dick Lawrence, (206) 454-6307 from Sigma Distribution (Seattle) loaned Charlie the video tape free—Thanks Dick. When I talked to Dick he mentioned they had originally produced the commercial for the Pacific Northwest Apple dealers. And tried it with a promotion program that included a full page ad in the Northwest regional edition of Time. TV ads. Time. A gutsy approach to promoting

Apple. Results: Fair. Nothing earth shattering. Interesting. Charlie Babb runs the D-J commercial in the San Francisco Bay Area and it's a huge success. But when the same promo runs in Seattle the results are sort of ho-hum. Like we said at the beginning. What works in Akron will work in Ft. Lauderdale. Sometimes.

Next time.

We'll talk more about winning. And share with you what other dealers are doing to promote themselves and Apple. We'll also talk about what dealers have done to get local PR. Like that super front page, four-page article featuring Apple in the *Seattle Weekly*. When the editor started the article he was of the opinion that personal computers were useless. A rip off. But thanks to Dick Lawrence, by the time the article was published the editor was a personal computer enthusiast and Apple promoter. Thanks Dick. Well that's all for now. Keep selling. And winning.

— Frank Burge

???DOW JONES???

Sales of the Stock Quote Reporter Service are suffering from confusion about the proper sales procedures. To help us correct the situation, please read through the following procedures to make sure you are on the right track.

1. Each Stock Quote Reporter Package costs the dealer \$17.50. No other money is required by Apple or Dow Jones from the dealer.
2. Once the customer is convinced that the Stock Quote Reporter Service is for him, he then pays the suggested list price of \$25.00 to the dealer. This is the \$25.00 initial subscription fee listed in the contract.
3. The four-part contract which comes with each

Dow Jones Pack must be completed at the time of sale. All copies must be signed by the dealer and the customer.

4. When the contract is completed and signed, the dealer should call Ms. S. Peretz, collect at (609) 452-2012 extension 458, and relay the contract information. The phone number on the current contract is incorrect, so please use the one above. All password calls must be placed between 8:00 a.m. Eastern Time and 9:00 p.m. Pacific Time. There is someone available to take calls seven days a week.
5. After the contract information has been relayed, place the customer on the phone so his/her password can be assigned. The password consists of 10 digits. The first four are assigned by Dow Jones and the last six are chosen by the customer. All passwords issued before 5:00 p.m. Eastern time will be effective the following day.
6. Once the contract has been completed and the password assigned, the dealer should forward two completed copies of the contract to:
Apple Computer Inc.
10260 Bandle Drive
Cupertino, CA 95014
ATTN: Executive Secretary, VP Marketing
The customer and the dealer each retain a copy.

If you need clarification on any part of the Dow Jones Stock Quote Reporter Service, please contact your Distributor's representative. **REMEMBER:** A sign which states "STOCK QUOTES DELAYED 15 MINUTES" must be prominently displayed near Stock Reporter demonstration equipment and a similar message must appear in any

advertising which mentions the service.

CENTRONICS 779 PRINTER WARRANTY

The new Apple price list (February 15, 1979) shows a change in the dealer and suggested retail prices for the 779 Centronics printer. It reflects a new contract we negotiated with Centronics which allows us to offer the following limited warranty from Centronics on the 779:

- 90 days parts and labor from the date of delivery to the end user (dealer's customer); or
- 155 days parts and labor from the date the unit was shipped from Centronics—whichever is shorter

Service on Centronics Printer

When customers need servicing on Centronics printer products, Centronics should be called at (800) 258-1952 and provided with the following information:

- model number
- serial number
- owner's name
- location

Centronics will send a field service representative to repair the printer on location. If the printer is not under warranty an hourly rate (plus travel beyond a 25 mile radius from the service center) will be charged. A low-cost carry-in service is available at six service centers in San Francisco, Los Angeles, Dallas, Chicago, Boston, and Atlanta. Customers must call the 800 number for an appointment. **THIS 90 DAY WARRANTY IS APPLICABLE ONLY TO PRINTERS PURCHASED AT THE NEW PRICE.**

This new warranty is a selling advantage. Your advertising and conversations with customers should reflect it. Not many of our competitors offer this pass through warranty service on Centronics and your customers may not be aware

of it. The 155 day warranty period from Centronics' ship date allows you to inventory an adequate stock of printers without worrying about the warranty going out of effect. ***THIS IS THE SAME WARRANTY WHICH IS AVAILABLE ON THE CENTRONICS MICRO P PRINTER.**

ARE YOU LOSING SALES BECAUSE OF YOUR STRATEGY?

Just about every person you talk to has their own definition of selling. Some are derogatory and some are incredibly complex and flowery. However, selling really boils down to one thing... finding out what the customer needs and then helping him get it. It's as simple as that, almost.

Selling is an art that requires constant practice and self-critiquing. Like anything else that you want to do successfully, you have got to know where you are going in order to get there. That's right... it requires a plan.

Selling Strategy

The sales process is composed of asking your customer questions, interpreting the answers, and then asking more questions. If you will use the following sales plan in its proper order it is sure to increase your sales.

- 1) FIND OUT WHAT HE IS LOOKING FOR AND WHAT HIS LEVEL OF COMPUTER UNDERSTANDING IS:
A complete neophyte
A hardware engineer
A business professional
A software engineer
- 2) WHAT IS HE GOING TO DO WITH THE COMPUTER?
Experiment with the applications of computers.
Use the computer for entertainment and education.
Set up his home finance

and administration system. Use the computer as an engineering/scientific tool.

- 3) AFTER ESTABLISHING ITEMS 1 and 2, TELL HIM WHAT YOU ARE GOING TO DESCRIBE AND DEMONSTRATE. Then use programs which are oriented towards satisfying his established requirements and needs.
- 4) DO A THOROUGH DEMONSTRATION OR PRESENTATION OF THE BENEFITS OF A MACHINE OR SOFTWARE PACKAGE THAT WILL SATISFY HIS REQUIREMENTS. (*Don't offer him alternatives unless he asks!*) In your presentation, always remember he is asking "WHAT WILL IT DO FOR ME". Don't sell features, sell benefits!
- 5) ASK HIM IF YOU HAVE COVERED IT THOROUGHLY, AND THEN ANSWER ANY QUESTIONS HE MAY HAVE REGARDING YOUR PRESENTATION OR THE PRODUCT PRESENTED.
- 6) ASK FOR THE ORDER. "May I write up the Apple II with 32K of memory, along with a Disk and a carrying case?". Wait until he replies. Don't speak until he does! This will often bring out unanswered questions not mentioned in item 5. Then go back and answer his questions until he is satisfied.
- 7) CLOSE THE ORDER! Get him to purchase the equipment right then. Don't let him leave without making some commitment. If he wants his wife or his partner to see the equipment, get a firm appointment scheduled. Subtle but firm

control of the selling situation will increase sales.

Don't be afraid to ask for an order or commitment.

After he has purchased a system, take it out of the box, set it up and show him how it works. This procedure will guarantee that the customer is far more satisfied with the product. If he has troubles at home connecting it to his TV or using his recorder, he will blame any malfunction on his equipment rather than suspecting our equipment. If you have to make a modification to the basic system, ask him to come back to pick it up. Don't try to hurry through a modification and blow an order.

Let me summarize the selling steps so you can make a simple note to yourself:

- 1) Qualify the customer
- 2) Determine his needs
- 3) Tell him what you are going to recommend
- 4) Tell him in detail what and why you recommend it
- 5) Answer his questions or objections to your recommendation
- 6) Ask for his order (this step is called "the trial close")
- 7) Close the order.

A quick review of the Apple Computer Sales Plan located in the "Misc." section of your Apple Resource Center and use of this sales strategy is sure to increase your sales effectiveness.

BACK TO BASICS

According to figures our Market Research Group has given us, Radio Shack sold more than 90,000 systems without disks last year. Commodore sold in excess of 30,000.

This year Radio Shack will sell about seven cassette-based systems for each disk sold with a system, while Commodore has yet to ship a disk. As most of you know, disks will be on allocation for quite sometime. Apple is unquestionably the largest supplier of floppy disks

in the world! Sales of cassette-based systems this year will exceed 150,000 units. To get our share of that market and continue to grow at the rate we have been growing, we need your support. By selling one cassette-based system for every disk-based system as a minimum, you can help us keep sales high.

The sales for cassette systems are clearly there and we have developed some action items which will help us get them.

- 1) Set up a separate display which uses a cassette, not a disk.
- 2) Train yourself and your sales staff to qualify the customer before taking him to a demonstration system.
- 3) Show the true novice the cassette system. Show those interested in business or advanced systems the fully configured disk system.

DEMONSTRATION SYSTEM CONFIGURATION

Starter System
 Apple II w/48K
 Applesoft ROM
 Color TV
 Centronics Micro PL Printer
 Programmers Aid #1
 Hueristics Speechlab
 Mountain Hardware AC
 Line Control
 Mountain Hardware Clock
 ALF Music Board
 Symtek Light Pen
 Cassette Deck

Business & Advanced Systems

Apple II w/48K
 Applesoft ROM
 Color TV & B&W monitor
 Centronics 779 Printer
 Dual Disk Drives
 Mountain Hardware Clock
 Modem II w/Interface

This sales plan coupled with local advertising and basic classes for starting customers can go a long way in increasing your sales. It also provides a great base of ready customers for future sales.

CONTRIBUTED SOFTWARE

Apple's Contributed Software Volumes 3, 4, & 5 is ready for delivery. It contains some of the best offerings yet. As an example, there is a mini Data Base Management System called File Cabinet and some great integer basic sub-routines. We use the DBMS to do things like keep the price list updated, keep track of our growing internal phone list, update our user group list, and external Apple related products list. It really has a lot of uses here, and I am sure you and your customers will find a lot more.

This offering is also full of programmers' aids and software development tools. All are well documented in an 85-page catalog.

If you are on your distributor's "Automatic Purchase Plan" (APP), you will receive this release from your Authorized Apple Distributor. If you are not on APP (see APPLE-SOURCE 3 for details), then contact your Apple Distributor today!

APPLE LOOKS AT THE ECONOMY

There has been a lot of discussion in recent months about the economy, and the chances of a recession in 1979. We here at Apple had been wondering about it and trying to determine how it might affect us as a manufacturer, as well as our distributors, dealers, and customers. Well, after talking things over with Apple's staff of Harvard and Stanford economists (that's me!), I thought I'd report my findings and recommendations to you.

WHAT'S REALLY GOING ON?

If any of you know the answer to this question, please let me know! The economists certainly don't. They have lots of theories and even elaborate computer models, but their forecasts will

usually make a weatherman's track record look good. In any case, the latest prediction is that overall net economic growth (real GNP growth, or Gross National Product growth) this year will be around two percent, down from the typical three to five. However, all of this growth is expected in the first and fourth quarters, with a -1.9 percent dip in the spring and a -3.9 percent dip in the summer.

There are some good reasons to believe that they may be right about a mid-year dip. The Commerce Department's index of leading indicators declined in both November and December of 1978, and these indicators often foreshadow a downward trend that can be six months away. These indicators include stock prices, the money supply, new house permits, new business starts, and so on. In addition, rising oil prices (thanks, OPEC) and problems in Iran (thanks, Shah) will both hurt the economy through inflation and trade balances.

On the other side of the fence, there are some positive economic trends that have taken the economists by surprise in the last few months. Recently released figures show that real GNP grew at a 4 percent annualized rate in the last three months of 1978. This was higher than a lot of people expected. Also, the opening of trade relations with China will provide some fuel for growth this year (Who wants to apply for the Peking Apple dealership?). Finally, interest rates declined roughly a half percentage point in January, and the real money supply actually declined. Our economists tell us that these are both evidence that inflationary fears are subsiding and that growth will be more steady.

WHAT'S IT ALL MEAN?

So that's the broad view of what's going on. The next question is, "How will the personal computer industry be affected?" There is

always great fear of recession among consumer electronics companies, because consumers tighten their belts in a recession and postpone buying things like stereos, TVs, and other items. However, the computer business hasn't slumped during past recessions. For a company like Digital Equipment Corporation, growth might slow from 50 percent to 30 percent, but business is still strong. The question is, are Apple Computers consumer electronic gadgets or computers? The answer depends on the kind of customer who will be buying your Apples in 1979. Let's consider four types of buyer: schools, businessmen, scientists, and consumers.

SCHOOLS exist on predetermined budgets for items like computers and audio-visual equipment. Thus, their business in 1979 will be primarily influenced by what happened in 1978. In some cases that we know about, however, even a budget cut can help sell Apples: schools have found that the Apple is more cost-effective than a larger, more expensive machine.

BUSINESSMEN are usually sensitive to the economy. While some may postpone an Apple purchase due to a recession, others may be induced to buy just because of the recession (as labor costs go up, the Apple becomes even more cost-effective as a labor-saver).

SCIENTISTS will be thinking the same way as businessmen; some will postpone their purchase while others will want to save labor or discard their timesharing service. Therefore, to schools, businesses, and scientists, we are in the computer business, and a mild recession may put a slight dent in the dizzying growth rate that we are all trying to keep up with.

CONSUMERS are tougher to figure out. In the 1974 recession, Cadillac had one of its best years, despite the usual belief that "luxury" items suffer during recessions. In addition, consumers who buy the Apple II often use it

at work, so their purchase patterns may be more like the typical businessman's. But in any case, it doesn't hurt to be prepared, and we've all probably thought about the things we might do if a recession does come along. In our own thinking about the situation, we came up with a list of ideas, which are outlined below. Some of them may be worth adding to your existing plans.

WHAT YOU CAN DO

Plan ahead to weather the storm. You need to maintain consistency in the way you are viewed by the public. Closely monitor your cash flow and get prepared. You are going to need to increase the number of sales opportunities that you close, and find ways to increase the average revenue per sale. Plan to do things in the store that won't take cash out of your pocket. Take time to do your business planning. Pick up and do yourself some of the jobs that you used to pay for. Work to obtain free promotional coverage through increased public relations. Use your telephone more. Use some of your less expensive and slower moving inventory items for promotional premiums or sales contests. Provide free clinics or training or other services that "sweeten the deal" without taking a lot of cash out of your pocket.

DO MORE TRAINING. When store traffic is low, use the opportunity to improve the skills of your salespeople. Focus their attention on qualifying customers. Do more selling yourself. Get on the phone. Call or send promotional literature to everyone that you've ever sold to before, and grow the peripherals and software business. Use the yellow pages for sales leads. Also, be sure to focus your overall attention on the customers you know are least affected by recession: businesses and schools. And for other customers, emphasize that Apple II is an investment, not a toy or an expense. More than three out

of every four Apple owners uses the computer as much as or more than ever even after a year of ownership. We have the best supply of peripherals for expansion in the industry.

If all else fails, there are ways to improve your cash flow. For example, don't tie up dead shelf space with slow-moving inventory items. Reduce the number of product lines that you carry or have in stock. Give your salespeople greater commission incentives for business and school sales, and reduce salaries. Spend your CO-OP dollars wisely.

Of course, we hope that all of these precautions will turn out to be a good exercise in bettering the management of your business. The recession that some still forecast is a mild one, and in our industry, which grew roughly 500 percent last year, a recession in 1979 may reduce this year's growth to a mere 200 percent. Every industry should be so lucky to have our prospects.

- Trip Hawkins

ARE YOU RECEIVING CREDIT FOR YOUR APPLE ADVERTISING?

Here are some things that you can do to insure that your advertising funds are being used effectively and that the advertising you run fundable.

- 1) Review your sales forecast to determine the amount of advertising funds that will be available during the co-op period. To do this multiply the projected cost of goods by .03.
- 2) Meet with your advertising agency and your Authorized Apple Distributor to determine your most effective media strategy.
- 3) Get prior approval for other than mass media advertising projects from Apple's Dealer Sales Support Manager.

- 4) Develop a media schedule for the co-op period and develop advertising materials in advance.
- 5) Review the Co-op Guide and any co-op policy updates to insure that the intended advertising is fundable.
- 6) Submit your advertising claims on a monthly basis to your Apple Distributor using Apple's Co-op Claim form. Make sure the documentation reflects the requirements specified in the Co-op Guide.
- 7) Inform your sales staff at weekly sales meetings of advertising that will be running during the coming week. Make your customers aware of your advertising—it is a great credibility builder.

Updates to Apple's Co-op Policy

The following items will be fundable for up to 50% of Apple's proportionate share of the cost.

- 1) Media requiring prior approval as specified in the Co-op Guide.
- 2) Yellow page advertising.
- 3) Supplements or catalogs included in newspapers which are greater than 15 pages.

If you have any questions about the Co-op program please contact your Apple distributor.

WHEW!

According to Webster that word is "used to express relief, amazement, and the like." That just about sums up my feelings when looking back at the things that have happened here and out there since the last APPLESOURCE.

As most of you are aware, we are out of the backorder crunch on most items. Lead times have been reduced on systems and most peripheral cards. Disks will con-

tinue to be under allocation.

Our Customer Services group has a new manager, Pete Fry. And through his department's efforts and others in the company, our Order Entry, Order Scheduling, Shipping Paperwork Generating computer system is now *up and running*. And what is more, it works! The result is that we can now establish shipping schedules and meet them with a high degree of accuracy. We are able to provide our distributors with acknowledgements on all new orders and a bi-monthly backorder summary. Customer Services will also provide a Product Availability List about once every six weeks which gives the distributor anticipated lead times for new orders on all but allocated products.

Now that product is available, it is time to start selling again. Your distributors will have constantly updated information on products and shipments which will make your sales job and his easier. Make sure you participate in the great profit generator—SELLING APPLE II SYSTEMS!

APPLE'S SERVICE OPERATION IS GROWING

With this growth comes new people, policies and procedures which will help us meet your needs more effectively.

Mike Cornblith, Apple's Repair Center Supervisor, is committed to a one day turn around on repair items whenever possible. Some things that you can do to help him reach that goal are:

- 1) Continue to increase your knowledge of Apple products and continue to increase your customers' understanding of his equipment. One key item is turning the equipment off before inserting or removing peripheral cards.
- 2) Fill in your customer's warranty card and mail it

with a 15¢ stamp at time of purchase. This insures faster turn around time on repairs and puts his name on our mailing list for CONTACT.

- 3) Before returning equipment, isolate the failure. Try to duplicate failures without peripherals plugged in. Then add them back in one at a time until you have isolated or identified the defective piece. Return only those items known to be defective.
- 4) When you return items for repair, document the failure mode or malfunction so the service tech can duplicate the failure.
- 5) Include in the documentation a name of a person familiar with the defective equipment so he can be contacted if the failure is unidentifiable.

Mike has received numerous calls from customers who were unaware that using "non-Apple" memory voided their warranty. Apple's memory pricing is competitive and selling "non-Apple" memory is a disservice to the customer. Those of you who are selling non-Apple memory would do well to inform the customer in writing that his warranty is voided by using it.

Static charges continue to create problems in some areas of the country. There are a number of anti-static sprays which you and your customers can use to protect equipment. If your problem persists, a local building maintenance firm can usually work out a solution.

Wil Houde, Director of Apple Service Operations, has been putting together a local service center program which will enable qualified dealers to become Authorized Apple Service Centers. The program will be introduced in major markets during the next several months, and by the end of

the year, most dealers who qualify will be operating as Authorized Service Centers. To qualify a dealer must:

- 1) Attend a one day training class
- 2) Purchase an initial Service Center Parts inventory (less than \$2000)
- 3) Be recommended by his distributor

For further information, contact your Authorized Apple Distributor.

OUTSIDE THE ORCHARD

One of the most needed software offerings we have seen is a *Point of Sale* package offered by High Technology. "POS" is an advanced inventory control and cash register emulation program for the Apple II. It provides the small retailer with a convenient error-free method of tracking; inventory levels, re-order points, order processing, customer names and addresses, and instant and accurate processing of sales transactions and creation of customer invoices. It is an interactive group of programs which comes with documentation and an easy to follow operator's manual. The best place to start using this one is in your own store.

Other programs produced by High Technology for the Apple II are:

- Disk-o-Check—a disk oriented checkbook program
- Client Billing System—a billing system for attorneys, CPAs, etc.
- Data Base Management System—manipulates large amounts of data
- Mail List System
- Osborne's Common Basic Programs

To order any of these packages contact your Authorized Apple Distributor or High Technology, 1611 Northwest 23rd Street, Oklahoma City, OK 73106; Phone (405) 528-8008.

LET THERE BE LIGHT (OR LIGHT PENS)

Symtec Inc. is offering a light pen for the Apple II.

The light pen works with your Apple and the TV display. It allows you to point at the display screen and it lets your computer know where you are pointing. Knowing where you have pointed, the computer can be programmed to control any task or operation when it has been selected from the screen by the light pen. Its uses are limited only by your imagination. Just consider the possibilities . . . the light pen can provide freedom from the keyboard. Simply by programming the display to show input characters or control functions for the light pen, you only have to select

an input, command or operation by pointing the pen at it. Thus, freedom from the keyboard. Even those unfamiliar with computers can learn to use them in seconds.

For further information, contact your Authorized Apple Distributor or Symtec Inc., PO Box 462, Farmington, MI 48024.

SPORTS ANYONE?

System Design Labs offers programs which do everything from handicapping horse races to predicting point spreads on pro and college football. They also offer some great mathematical graph packages which include trend line analysis and double bessell function.

For further information, contact your Authorized Apple Distrib-

utor or: System Design Lab, 121 8th Street Altizer, Huntington, WV 27505; phone (304) 525-8932.

SOFTWARE CATALOGS

Have you ever wished you could have a color-coded easy to use catalog of all the software and other products people offer for the Apple? Contact Wallace Electronics, 4921 N. Sheridan Road, Peoria, IL 61614; phone (309) 692-2616, and your wishes will be answered.

Robert Elliott Purser offers a reference list of Apple programs. The price is \$2.00 a copy. Please write for your copy of "Robert Elliott Purser's Reference List of Apple II Cassettes," Box 466, Eldorado, CA 95623.

Now there is a place to begin

The Apple II personal computer. It will challenge your imagination today and for years to come. Let Apple II manage your finances, analyze your stocks and investments, help the kids with their homework, or control your home environment. Create exciting color graphics with Apple, or design your own sound and action video games. The Apple II is easy to use and fun for the whole family.

Apple II Starter System makes the first step easy with its step by step manuals and a large number of exciting and useful programs available for people just like you. And when you are ready Apple has some of the most advanced add-on equipment on the market.



Apple® II

COME SEE US FOR A DEMONSTRATION OF THE EXCITING APPLE II SOON!

(Dealer Logo)

applesource 5

7/79

A SEMI-REGULAR NEWSLETTER FOR APPLE COMPUTER DEALERS

WINNING

The *Business Week*, April 16, two-page article says a lot: "... of all the companies that owe their existence to the hobby computer phenomenon, only Apple has emerged so far with the strength to become a significant factor in the small-computer markets of the 1980s. Apple is unique among start up companies in this field," says Robert F. Wickham, a consultant who has followed the industry since its inception. "They've done a super job," says an executive struggling competitor. "They had the right product at the right time at the right price."

Yes, winning is fun. But you ain't seen nuttin yet. It's only the beginning, only the first chapter about the most exciting industry anywhere. We will write the book. Together.

Last time we talked about momentum. About what Apple dealers are doing to build store traffic and increase sales successes. About how folks from MicroAge (Tempe, Phoenix, Tucson, Dallas and Fort Worth) use drive time radio to sell over 25 Apples a week. That's more than an Apple a day per store. And your friends from the 21st Century Shop in Cincinnati use the six o'clock news to promote Apple, with superb results. And Charlie Babb's MICRO-SUN Dow Jones promotion on the local Bay Area financial news channel sold a dozen Apples with Dow Jones packages. Anyway, it's obvious that you build momentum by making it happen. Thanks to the people like the folks at MicroAge, 21st Century Shop, and MICRO-SUN, it's happening.

Streets of San Francisco, Computerland Style

Last January there was a fire in the BART (Bay Area Rapid Transit) transbay tube. As a result, commuter traffic to San Francisco from Berkeley, Oakland, and the East Bay was halted. That meant thousands of BART commuters had to take the bus, drive their own cars, get in a car pool, swim, or stay home.

The promotion-minded folks (Chuck Orr and Ray Schlitzer) from the San Francisco Computerland store (415/546-1592) decided to take advantage of the news value of the event and at the same time provide a worthwhile public service. So they sat down at an Apple, wrote a program, and next day moved the Apple computer out on the sidewalk (across the street from the Transbay bus terminal) with a hand lettered sign offering a Free Computer Car Pool Matching Service. Here's how it worked. Each potential car pooler picked up an application form. First

name, telephone number at home and work, zip code, and an indication whether the car pooler would prefer to ride or drive. The data was then entered into Apple and up came a display listing the other people in that zip code interested in car pooling—plus a printout of the list for the waiting "potential car poolers." The entire process took three minutes.

While the Carpool Matching Service may seem like a mundane application of data base management, it was a good enough promotional idea to get Computerland of San Francisco a three column write-up, with photographs, in both the *San Francisco Chronicle* and the *Oakland Tribune*. Plus a three minute segment in the evening news and numerous plugs on the local "radio talk shows." The result was a doubling in store traffic and a 300% increase in Apple sales. In fact, Apple sales took off so much that Chuck and Ray hired a new salesman from the Apple users group.

Anyway, our thanks to the professionals from Computerland for a creative, results-getting promotion. Nothing happens unless you make it happen.

"Putting our money where our mouth is." What fun!

Building a business takes smarts, money, guts and a sense of humor. That is true whether you are a retailer or a manufacturer of personal computers. And a rich uncle doesn't hurt either.

When we started this business we were committed to being the best, and that meant developing the best product and the best distribution channels. So far it's worked. But being best carries certain responsibilities, because as soon as you relax and get satisfied, or fat and happy, some other guy with smarts, money and guts passes you by. And playing "catch-up" isn't any fun. That's true whether you're a retailer on the front line or a manufacturer watching the bottom line.

June starts a new chapter in the Apple book of "how to do it right in Personal Computing." First, we made a big splash at the National Computer Conference, sort of our grand entrance to the world of serious professional and business computing. For those few skeptics that were still thinking about us as "that little hobby computer outfit in Silicon Valley," the NCC made the point.

But that's only the beginning. Our new attention-getting ad campaign breaks in the national media in June, plus major programs in the publications that serve the hobby, education, and law/medical professional markets. You'll see Apple in *American Way* and other in-flight magazines, *Scientific American*,

Psychology Today, Saturday Review, The Wall Street Journal, U.S. News & World Report, Newsweek, Time, Inc., and more.

Chapter 2 is titled "Put your money where your mouth is." And we're doing it. The new ad campaign, reinforced by your local advertising on radio, TV and newspapers will create a higher level of awareness of Personal Computers and Apple. The whole purpose is to get people to walk into your store. We can help get prospects interested in Apple, help get them into your store. But nothing happens until you convert that prospect into a customer. That's an awesome responsibility, but it's also an opportunity. Like we said at the beginning—building a business takes smarts, money and guts.

Have fun selling—and winning.

Next Time

We'll share some success stories, fresh from Chapter 2. And if there's a particular success you'd like to share with other dealers please let me know. Call collect (415) 329-0810. After all, we're in this together.

—Frank Burge—

STORE LAYOUT

One of the most valuable and often overlooked sales tools at the retailer's disposal is the physical store layout and the proper placement of merchandise displays within it.

Floor areas within the store have differing values. The value is based on the number of customers likely to pass through, or past, a particular area. Floor space close to the main entrance is more valuable than floor space away from the main entrance. Since shopping customers turn to the right and move in a counter-clockwise pattern, the floor space to the right of the entrance is more valuable than floor space to the left.

The following diagram represents relative value of floor space with a single entrance.

5%	6%	5%
10%	12%	15%
12%	15%	20%

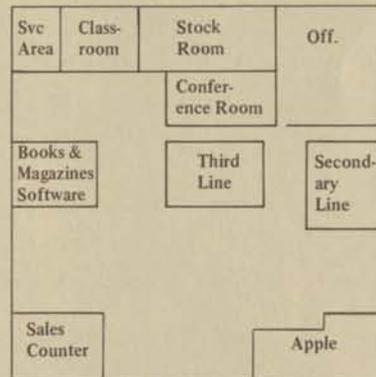
Entrance

By laying out the store and merchandise displays in ways that take advantage of floor space value, the sales yield of the store can be optimized.

Items which have high margins and low replacement rates should be placed to the right of the store entrance. Those with lower margins and high replacement rates should be placed to the left of the entrance. Items which pull traffic such as classrooms, books and magazines, restrooms and the service center should be placed in the rear of the store. Impulse items such as low-cost prepackaged software, low-cost peripherals and current magazines should be located close to the point of sale.

Merchandise which contributes the most income should be given the prime floor space, and that merchandise which contributes the least income should be given the least valuable floor space. It is generally poor practice to place merchandise which contributes little to the store income in prime areas. Past experience indicates it doesn't increase the slow item sales, and it decreases income from the prime product.

The following layout typifies a floor plan which takes advantage of the principles we have established.



By following these principles and tailoring them for your individual needs, you can make your store layout work for you—not against you.

In the next issue we will talk about setting up individual displays and general store appearance.

APPLE'S APPLICATIONS SUPPORT "HOT LINE"

Dealers and customers may call Apple's Hot Line for hardware and software assistance:

Technical assistance
OEM support
CONTACT newsletter
Application notes
New product review



Apple's Hot Line is now open to help you answer your customers' questions. The Hot Line number is three direct lines into the Applications Engineers. It does not go through our switchboard. This saves you the cost of a long distance call when no one is available to answer.

MARKETING FIELD REPORT

Thanks to a lot of hard work from the good folks at High Technology, our distributor for the Mid-West, we are able to publish the first of what we hope will be many Marketing Field Reports. In these reports we will make you aware of significant market opportunities and provide you with information that will allow you to successfully pursue the market.

Elements of a Significant Market

1. Ubiquitous (being or seeming to be everywhere at the same time)
2. Volume potential per sale
3. Repeat business potential
4. Exposure to create additional sales within that market (inertia), and in other markets
5. Financial integrity of the market

Educational Marketing Field Report

1. Schools are everywhere.
2. There are lots of students in a classroom. That dictates multiple systems.
3. Annual budgets mean repeat business—more systems, and/or peripheral expansion.
4. Schools are multidisciplinary. Success in one department leads to sales in other departments.
5. Fantastic exposure! Schools and educators are highly respected institutions and professions. Apple products and your dealership gain credibility. We are a new industry needing to educate the public about computers. Educational institutions can do this for us! The student who learns on an Apple is a future Apple customer!

Educators meet on district, regional and state levels several times per year for curriculum planning, etc. News travels fast. Success in one school results in inquiries from other schools very quickly. Frequently these meetings

include workshops with guest speakers. Committee Program Chairpersons are delighted to have solicitous guest speakers. Ask an educator for the opportunity to participate; you won't be disappointed!

Who to Call On

Department Heads

1. Have budget responsibility
2. Have authority to approve equipment purchases
3. Are aware of need within department

Your Approach

The computer is the most powerful tool yet devised by man's mind.

The computer is a mind amplifier. Advances in technology have made computers affordable, and the result is computer proliferation. Proliferation is creating a demand for computer literacy.

Employment opportunities abound in the computer industry. Students with computer knowledge have an employability edge in all vocational opportunities.

Schools and Departments

1. Vocational and Technical Schools
 - >computer science
 - >electronic technology
 - >learning skills laboratories
 - >business and clerical
2. College and University Departments and Graduate Programs
 - >computer science
 - >mathematics
 - >chemistry
 - >physics
 - >engineering
 - >psychology
 - >zooology
3. High School
 - >programs for gifted and talented students

Doing Business with Educational Institutions

1. Competitive Bids

Most schools are state institutions and require competitive bid process. This function of government is administered by a state purchasing office or department. If you aren't on their bid list, get on it! A phone call to the state purchasing office can get you the forms you need by mail.

Bid religiously, even if it is a NO BID. Failure to respond to a request for bid or a request for proposal can result in your company being deleted from the list.

Sell unique features. The Apple has lots of unique features.

Assist your potential customer in specifying the system for the bidding process and lock out the competition!

COMPETITIVE BIDS ARE NOT WON ON PRICE ALONE!

2. Be Patient

The gestation period for sales to state institutions is seldom less than 45 days. This best case occurs when funds are immediately available and may be lost if not spent. Learn the budget cycle of the schools in your area. Sell with the cycle—early in the cycle before all funds are allocated, and late in the cycle for any surplus. Schools typically budget by one of three cycles—annual, bisemester, or trimester.

3. Working Capital

Schools purchase on net 30 day terms. State institutional wheels turn slowly. You must have sufficient working capital to extend net terms. Figure on 30 to 90 day payment.

In the next issue we would like to see a report on markets that use cassette based systems. If you think you have identified a market and need help writing the report please call Mike Connor.

If you have had success in pursuing a market that can be identified as significant please use the following outline to describe it. Then we will be able to tell the world *your* success story. Please address your Field Reports to APPLESOURCE, 10260 Bandle Drive, Cupertino, CA 95014.

The Marketing Field Report should:

1. Identify and define the market;
2. Identify the contact (dept. or job function of person to call on);
3. Define the application;
4. Detail important benefits of Apple products perceived by the customer;
5. Identify the competition for this market;
6. Detail Apple's advantages over the competition.

SIX-COLOR HI RES AND COLOR KILL

As most of you know there has been a board revision on the Apple II. We started shipping the revised systems in September and made no public announcements until January. This procedure was adopted so that customers would not get upset because they purchased a four-color system a day before the six-color systems went out. Mission Accomplished.

If you still have a four-color system as a demo, move it out so you can show your new customers how nice it is to have six-color hi res graphics and

characters in the text mode that aren't rainbow colored.

There is a documented modification which is available upon written request from Apple's Applications Engineers that upgrades the old four-color system to the six-color version. *It does void the warranty*, so make the customer aware of it. Apple Service Department will make the modification for your customer for the cost of \$67.50.

The modification has not been given widespread publicity on purpose. We want to avoid having to repair systems that were "modified" by the guy who does not know which end of the soldering iron gets hot. Please handle this information accordingly.

CHANGES—Integer Basic Manual

Due to popular demand, economic forces and the will of powers that be, the Integer Basic Manual will be supplied in the spiral bound version only.

The new price on the manual is:

Item	A2L0005
Sug. Retail	\$7.50
Sug. Dealer	\$3.80

The spiral bound manuals will be available 20 to the box. The display box will be identical to the one currently used.

SERVICE NOTES

As you all probably know by now, our Modular Exchange Program will be operational shortly. To tide us over until then and to make life easy for all involved, we ask that you continue to supply information.

When ordering parts under warranty, by mail or phone, the following information will be required:

1. Serial number of system or drive (three-digit number on peripheral cards)
2. Part name and number (when available)
3. Return address—no p.o. boxes please!

Remember: non-warranty orders are subject to a minimum charge of \$25.00 as covered in APPLESOURCE of November '78 and will be sent COD.

Certain items are not available for sale. These include blank boards, MC3470P IC's and Shugart parts (with the exception of drive doors). Finished goods items such as peripheral boards are available through your normal ordering channels.

Items not covered under warranty are:

- >cassettes, unless found faulty on initial use
 - >broken pins on paddles
 - >damage caused by accidental removal or insertion of cards or ICs with power on
 - >other items as covered by our warranty card
- Thank you for your cooperation!

CHANGES—Contributed Programs

Starting with Volume 6, each diskette of User Contributed Software will be packaged separately with a single manual in a container suitable for sale by the retailer. This means that the customers will no longer be encouraged to copy software at the retailer's establishment, but rather to buy it and take it home. Anticipated price for a package will be in the neighborhood of \$25.00. Dealer price will be around \$17.50.

The initial release will be on diskette only. As demand dictates and resources allow, we may also decide to do releases on cassette tape. These may be more expensive because of the additional cost of the media and/or the labor involved to produce them.

R.F. INTERFERENCE

If you or your customers are having problems with, or need to have questions answered about Radio Frequency Interference on the Apple II, please contact Rod Holt in our Engineering Department by letter or phone. It is important to Apple Computer that we remain responsive to all inquiries. Oftentimes, it is no more than an ungrounded system or a faulty isolation switch.

USE OF THE APPLE II TRADEMARKS—A Statement Of Policy

This policy defines the extent to which outside manufacturers may capitalize upon the Apple trademark without prior written permission from Apple Computer Inc.

1. Any maker of Apple-compatible products may indicate in his product literature that his products were designed for Apple II (or other Apple systems). He must then reference a footnote stating that Apple II is a trademark of Apple Computer Inc.
2. No manufacturer may use the striped or solid apple shapes, trademarked by Apple Computer Inc., either alone or in connection with Apple product names.
3. No manufacturer may use the words "APPLE", "APPLE COMPUTER INC.", or "APPLE COMPUTER" in any advertisement, product packaging, or merchandising materials in such a way that it might appear that the product was sponsored or manufactured by APPLE COMPUTER INC. In all cases, the actual make of the product should be clearly indicated and readily apparent to the casual observer of the material in question.

4. If you are uncertain about the use of our trademark in a product you manufacture or advertisements you run, please send a sample or picture of the item to the attention of Phil Roybal, Marketing Manager, for an opinion.

APPLE HOT LIST

As the public becomes more aware of the value of personal computers, the market for stolen goods will increase. In an effort to curtail the attractiveness of Apple products to this market, our Service Center is establishing an Apple Hot List. Here's the game plan.

Make sure you and your customers keep a record of all serial numbered items. You should have records of your customers' equipment and your own. (Apple's "File Cabinet Program" would be a perfect choice for this record keeping.)

Complete your customer's warranty card at time of purchase and mail it to Apple.

If you or your customers are victims of a theft, notify your local police department immediately. Then notify Sami Asfour, of Apple's Service Group, in writing of the theft. Be sure to include the owner's name and serial numbers.

Apple's Service Center will record the serial numbers and publish them in APPLESOURCE.

When you receive a piece of equipment for repair or a solicitation to buy "used equipment" check the serial number on the items against the "Hot List" in APPLESOURCE.

If you receive stolen goods, *don't create a scene at the counter*. Get as much information as you can on the person who is claiming ownership of the goods. Record the serial numbers. Call the local police department as soon as possible. If you are in possession of the goods, the authorities will claim them. Ask the local authorities to contact Sami Asfour at Apple to get the name of the rightful owner.

We will need your help to make this work. By following the guidelines above you can do a great deal to curtail thefts.

Here is the first, and hopefully last list of stolen equipment:

Apple II	SN 4272
Apple II	SN 7630
Apple II	SN 0829
Disk II	SN 1629

NEW SOFTWARE—Portfolio Evaluator

A new Dow Jones package is announced! The Dow Jones Portfolio Evaluator has been released for sale. This new piece of software provides:
>floppy disk storage of up to 50 complete stock portfolios to allow for off-line review and analysis

- >analysis of long and short term gains and losses that improves your control of your investments
- >reports on current value for each portfolio to show you value trends in your investments.

Until now, the Dow Jones Stock Quote Reporter has been carrying the banner for this fine business news service. The Portfolio Evaluator replaces this piece of software and enhances its capabilities with the items shown above. The package includes:

- >program diskette
- >instruction manual
- >Dow Jones manual
- >Dow Jones contract

The contract has not changed. A \$25 one-time "password fee" is included in the suggested retail price of this package. The remaining \$25 of the \$50 retail price is for the software and manuals.

The dealer should help the customer fill out the contract when he buys the package, place the call to the Dow Jones number from your store and get his password assigned and recorded at Dow Jones headquarters.

Order your new Dow Jones Portfolio Evaluator from your distributor today.

Item #	A2D0007
Suggested Dealer Price	\$35
Suggested Retail Price	\$50

Availability: On Distributor's Shelf July 1

Make sure you sell the customer an Apple Modem IIB (A2M0017) peripheral to make use of his new software.

The A2M0022 Dow Jones Stock Quote Reporter has been made obsolete by the A2D0007. All registered DJ subscribers will get a complimentary copy of the Portfolio Evaluator from Dow Jones.

If you have unopened stock of the A2M0022 package, return it to your distributor for credit towards a like quantity of A2D0007 packages.

OUTSIDE THE ORCHARD

APPLE LICENSE PLATES

Compushop Distributing has produced Apple license plates for your customer's car. These license plates look very similar to the name plate on the Apple lid except that they are real license plates. For more information contact your Apple distributor or Compushop Distributing, Box 2067, Richardson, TX 75080, (214) 234-0692.

APPLES ABOARD NASA'S SPACELAB

Interactive Structures has designed a 16-channel analog acquisition board for the Apple to monitor experiments on NASA's spacelab. They are now making the board available to Apple dealers. The board can be used for earth-bound applications such

as monitoring building heat flow, chemical process flow, and much more. They are also working on a video camera interface and other interfaces. For more information contact your APPLE distributor or Interactive Structures, Inc., 3401 Science Center, Suite 204, Philadelphia, PA 19104, (215) 382-8296.

TEXT EDITOR AND ASSEMBLER

Thanks to the folks at Software Concepts you can write APPLESOFT, integer, and assembly language programs with extensive character and string searches and replacement. Other editing features include tabbing, block line movement, and simple macros. Search windows and cumbersome line numbers are not required. Supports systems equipped with a printer to create permanent listings of text files. The assembler is a symbolic two pass assembler. Eight character symbols allow for meaningful variable and routine names. It uses all 56 standard 6502 opcode memories and 6 additional pseudo opcodes. You can assemble up to 10 disk-based source files at any one time. Meaningful cursor messages are generated to help locate program mistakes. It also provides you with a symbol table at the end of the assembly. The documentation on this system is great! For additional information contact your Apple distributor or Software Concepts, Box 1112, Cupertino, CA 95014, (408) 253-8086.

Music Maestro

From high up among the Colorado Rockies comes the sweet sounds of Bach, Beethoven, and the hard driving sounds of Santana. Is it a band? Is it a music symposium? No! It's ALF Products music synthesizer for the Apple II. The ALF board has three voices and you can put up to three boards in the Apple for a total of nine voices. It's great! ALF provides a music entry program which allows the user to create and play his/her own composition easily. The board retails for \$265.00 and is one of the most attention-grabbing peripherals for the home that we have seen.

For more information contact your Authorized Apple Distributor or ALF Products, 128 S. Taft, Lakewood, CO 80228, (303) 234-0871.

IN STORE DISPLAY UNIT

As most of you know, we have been working on an in-store display unit. After reviewing sketches from several designers we found one we liked. A prototype did not quite live up to the sketch so . . . we are back to ground zero again. We had seven new sketches drawn and asked the designer to build prototypes of two of them. If all goes well the prototypes should be completed and in our office within six weeks. We will keep you posted on the outcome and availability of the displays in future APPLE-SOURCE issues.

applesource 7

A SEMI-REGULAR NEWSLETTER FOR APPLE COMPUTER DEALERS

OCTOBER 1979

AWARD CONTEST

At this writing (9-12-79), there are still 59 shopping days left to the "POWER TO GROW" Sales Incentive Program. At the half-way mark we already have our 25 super-salespeople who have won the "FAST STARTER AWARDS." They will receive a holiday weekend for two at any one of a hundred different resorts in addition to the 5000 points per system. The winners are listed below. Congratulations! You are the "Program Pacesetters."

Dave Garson	Computer Stop	Lawndale, CA
Randy Rico	Computer Comp.	Westminster, CA
David Smith	Computer Comp.	Westminster, CA
Jim Fueschel	Computer Plus	Alexandria, VA
Steve Cohen	Computerland	Denver, CO
Thomas Pointe	Computermart	Clauson, MI
Bryan Burdick	Computerland	Overland Park, KS
John Tinsman	Computerland	Lawndale, CA
Elwood Clark	Computerland	Thousand Oaks, CA
J. Devaud	Electric Keyboard	Arling Hgts., CA
Duane Lang	Nabih Inc.	Evanston, IL
Ed Sutoris	Personal Comp.	Chicago, IL
Kaleen Wong	A.I.D.S.	San Francisco, CA
Thom Walken	Computerland	Southfield, MI
Bob Nelson	Computerland	Madison, WI
Keith Kern	Computer Unltd.	Towson, MD
Paul Dishman	Comp. Imagineering	Dallas, TX
Dwain Graham	Comp. Components	Westminster, CA
Lyn Guzik	Computer Workshop	Murrysville, PA
Joe McCarson	Computerland	Lawndale, CA
Paul Sand	Computerland	Rockville, MD
Mark Ranney	Computerland	Bloomington, MN
Tony Pavick	Computer Workshop	Murrysville, PA
Steve Alexander	Computerland	Phoenix, AZ
Jeff Thorson	Computerland	Downers Grove, IL

The competitive spirit is at full throttle with 30 dealers in a close heat for the 20 top slots. These top 20 will be basking in the sun on Maui when the snow hits on the mainland. We are scheduled to leave January 16, 1980.

We can't make dealers sell cassette-based systems, however, we hope the "POWER TO GROW" program will make those who don't, wish they had.

Best of luck and thanks for the extra effort.

TOP 30 DEALERS AS OF AUGUST 20, 1979

Rank	Dealer	
1	Computer Components	Westminster, CA
2	Byte Shop	Boulder, CO
3	Computerland	Lawndale, CA
4	Computerland	Southfield, MI
5	Computer Shop	Lawndale, CA
6	Computerland	Bloomington, MN
7	Personal Computers	Chicago, IL
8	Computer Workshop	Murrysville, PA
9	Compushop/Calgary	Alberta, Canada
10	Computerland	Downers Grove, IL
11	Computers Etc.	Towson, MD
12	Basic Computer Shop	Akron, OH
13	Computerland	Denver, CO
14	Computer Plus	Alexandria, VA
15	Computer Mart	Clawson, MI
16	Computerland	Phoenix, AZ
17	Omega Computers	Seattle, WA
18	Computerland	Madison, WI
19	Elektrik Keyboard	Chicago, IL
20	Computerland	San Francisco, CA
21	Computerland	Rockville, MD
22	Computer Forum	Santa Fe Springs, CA
23	Computerland	Smyrna, GA
24	Computer Store	Windsor Locks, CT
25	Byte Shop	Huntsville, AL
26	Computer Store	Burlington, MA
27	Computerland	Arlington, Hts.
28	Affordable Computers	Santa Clara, CA
29	Computerland	Federal Way, GA
30	Data Domain	Schaumburg, IL

IN THIS ISSUE . . .

	PAGE
AWARD CONTEST	
The up-to-date information on contest standings	1
WINNING	
A seminar approach to sales	2
APPLE'S SALES DEPARTMENT IS GROWING	2
POWER TO GROW	
A description of dealer support services	3
WINNERS & LOSERS	
The life & times of Apple dealers as seen through a customer's eyes	3
APPLE UPDATE	
What's new from Apple	4
AUTOMATIC PURCHASE PLAN	
How to get new products ASAP	5
APPLE'S WHO'S WHO	5
APPLE SERVICE AND SUPPORT	6
THE O.E.M. CONNECTION	6
OUTSIDE THE ORCHARD	
Mountain Hardware ROMPlus +	
Backup power for your Apple	
Trendcom T-100	
Centronics Update	7
PERSONAL COMPUTER COMPETITIVE EVALUATION	8

WINNING

Sales is a game of numbers. The more qualified prospects that you can effectively demonstrate the benefits of your products to, the more sales you will make. That's why we believe the "Seminar Approach" to selling may be one of the most effective sales strategies you can use.

Time is your most valuable resource. Let's suppose that your sales efforts are currently centered around "making direct calls and walk-in traffic", and that you see 30 qualified prospects a week. If you are able to spend one hour of uninterrupted time with each one, you're doing very well. If you were to develop a seminar which addresses a group of 20-40 people at a time you can double the number of prospects you would normally see in a week in only TWO presentations. It's also very likely that you will be able to make a greater impact on those you address in a seminar, than those you reach otherwise. The next sections will show how.

Work in the market where you are most knowledgeable.

Talk to the clients you have already sold. If you have not sold any yet, talk to computer users in the market you are most familiar with and establish three areas in which the computer has been of greatest benefit. "My bookkeeper can spend more time generating management reports." "I'm able to zero in on slow payers and get them to clean up their accounts quickly." "I've got more time to manage my classroom activity", etc. Present the benefits first and then tell the audience what tools they need to achieve them. Make sure the information you give out at the seminar is information they can make decisions with. Talking about bits, baud rates and old Eniacs won't help the audience put your products to work in their environment.

Make your presentation concise.

Try to pack as much useful information into 45 minutes as you can. An extremely helpful tool would be a book from the local library on creating presentations. Keep the presentation "light." Don't give a sermon. Try to involve the audience by asking questions etc.

Try the presentation out on store personnel as well as friends. Ask for their help in improving it. Ask them if they can pinpoint areas that are unclear or redundant. Perhaps some changes would make it flow easier. Then before you're ready to charge out into the world, try it out on walk-in customers who represent that market.

Give your presentation a professional touch.

Once you have developed a written outline that you feel comfortable with, decide which points or

descriptions would benefit from the use of slides or overheads. If you are working on a limited budget, try to make slides only for those things that you can use in other presentations. If you are not a professional photographer don't attempt to create the slides yourself. The additional expense of a professional will be more than worth it. Remember, the people you will be making your presentation to will judge your company on the impression your presentation makes.

While you are putting the finishing touches on your presentation you can be gathering information on the various organizations in your community that represent your selected market. The reference desk at your local library may be able to put you in touch with companies that provide mail lists which reach that market.

That's winning. Properly executed seminars and open houses can be the most effective sales tools you have. If you have been updating your Resource Center with Apple mailings you should have the form letters which accompanied the first of our "Take-one Flyer." Those letters can be used to make contact with your prospective customers.

Next time we hope to have some success stories from dealers who have tried this approach. So let's hear from you.

Michael J. Connor

Apple's Sales Department is Growing!

Strike up the Band, Light the Torches, the Cavalry is on the way!

I'd like you to join me in extending a very warm welcome to Lee Collings. Lee is the newest member of Apple's growing Sales Dept. He will be joining me in Sales Support where his well-rounded background will help bring increasingly better sales tools into your hands.

In the past Lee has been involved in retail sales and management. He has trained store personnel, developed floor layouts as well as in-store merchandising plans, and has worked extensively with retail advertising. Rumor has it that at one time he was the best Apple salesman in Colorado.

Lee comes to us from Team Central where he served as the Product Manager for computer products. In that capacity he was responsible for competitive analysis, merchandise planning, and developing sales training tools.

Michael J. Connor

Power To Grow

Power To Grow started out as a theme to describe the Apple system. Since then we've found that it describes more than just the products we manufacture. Power To Grow also describes what Apple's Dealer Support Program offers you.

National Advertising

Our advertisements increase consumer awareness of computers and establish brand recognition for Apple as a leader in the field. Apple also has the only national advertising campaign that actively promotes you, the retailer.

Dealer Directory

A toll-free 800 number which appears in our national advertising to help customers locate you.

Co-Op Advertising

Provides funds and materials to help you reach customers in your local market.

Price Protection

Any merchandise remaining on your shelf that was purchased within 60 days of a price reduction will be price protected as specified in dealer agreements.

Well-Written Reference Manuals

Apple manuals provide you with the most complete documentation in the industry. This allows you to get your customers up and running quickly so you can spend your time selling more Apples.

Newsletters

Our newsletters keep you and your customers updated. They are an on-going supplement to our documentation. They keep your sales staff supplied with fresh ideas which help increase sales.

Point-of-Sale Material

We've been told by dealers that Apple Magazine and the take-one flyers are the best sales aids in the industry. When properly framed, our posters add an exciting and professional dimension to your store interior. Our "free running" software demos make your sales job easier.

Product and Sales Training

Our Business Software training course offers you and your staff the most in-depth sales and product training in the industry.

Selected Distribution

Each of our dealers is individually qualified. This insures that the dealers in your market will enhance the product, not detract from it.

Apple doesn't compete with its dealers. When we receive educational bids or OEM inquiries for less than a thousand systems we refer them to our dealers and distributors.



Winners and Losers

Our thanks and congratulations to Computer Encounter of Princeton, NJ. It seems that they really go out of their way to help their customers. Rather than me telling you about it, let the president of Faultless Starch/Bon Ami Company tell you.

July 30, 1979
(Our 92nd year)

The President
Apple Computer, Inc.
10260 Bandlely Drive
Cupertino, CA 95014

Dear Sir:

I want to compliment you on the high quality of your representatives in the field. While at my Princeton reunion, I walked in to Computer Encounter there at Princeton because I was interested in their line of your products. Mr. Cochrane spent a good deal of time showing me the line, and then Mrs. Cochrane took the time and trouble to answer my inquiry with the attached letter.

One of these days, we'll have an Apple Computer!

Sincerely yours,

Gordon T. Beaham, III
President
Faultless Starch/Bon Ami Company

Level I Service Centers

No one else in this industry offers a service program which creates a profit center for the dealer and one-day turnaround for the customer.

Dealer Employee Purchase Plan

Provides you with an opportunity to purchase Apple products at a significant price reduction. This insures that you and your staff will be able to support Apple customers.

Automatic Purchase Plan

Allows you to receive new products as quickly as possible. (See APP article this issue)

You are one of the most important members of the Apple organization and we are committed to your success. That's reflected in the level of dealer support we offer.

Apple + you the dealer = POWER TO GROW.

APPLE UPDATE

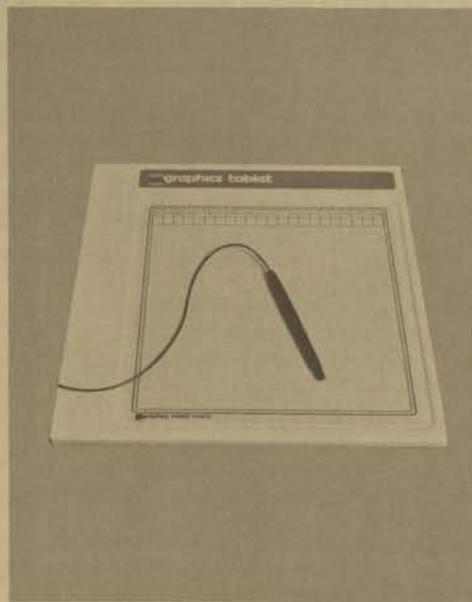
THE LATEST NEWS ABOUT APPLE PRODUCTS, CAMPAIGNS & SUPPORT

Apple Product Merchandising Plan

Each new Apple product will be accompanied by a comprehensive sales and marketing plan for you the retailer. Depending on the product, it will contain everything from form letters for potential customers to ad slicks and outlines for seminars. We want to make your job as easy as possible in these areas so that you can spend your time selling. We would appreciate your feedback on these as they become available. I'm sure once you see the first plan it will be evident that a lot of work has gone into them. So please keep us informed. If we are headed in the wrong direction we'd like to know. If we are headed in the right direction we'd like to know that as well.

Apple Graphics Tablet

This exciting new product will start shipping some time in October. The Graphics Tablet will not be shipped under the Automatic Purchase Plan so get your orders into your distributors now! Apple Part Number (A2M0029). Retail \$795.00. Dealer price \$560.00. Minimum order is two tablets.



Applesoft Tutorial Manuals

You may not be aware of it yet, but the Applesoft Language now has a sales tool equivalent to the *Integer Tutorial Manual*. It's available as a

separate product which will bring in new sales. Apple part number (A2L0018). Retail price \$10.00. Dealer price \$6.00. The manual ships in boxes of nine each. Make sure you are not losing sales on this one. Place your order now.

Apple-Desks

One of the essential items in selling is providing the customer with everything he needs to get up and running with as little hassle as possible. The Apple Desk (pictured below) will provide your customers with a beautiful way to keep their operating environment uncluttered and productive. It comes in two sections: The Desk (A2M0034). Retail \$220.00. Dealer price \$144.00; and the Return (A2M0035). Retail \$130.00. Dealer price \$86.00. This allows your customer to choose a configuration that best suits his needs. When you place your orders make sure you've ordered a few for in-store display units as well.



The Best of CONTACT

We have received many requests from dealers and end users for back issues of CONTACT, our user newsletter. The Best of Contact is a compilation of the most requested articles in CONTACT. The Dealers who have been selling them tell us they are a very popular item. Our Part Number is (A2L0020). Retail is \$2.50 and Dealer price is \$36.00 for a box of twenty-four.

Trial by Carrier

Many of you have been the recipients of DOA shipments which resulted from damage in transit. Sometime in the October/November time-frame you may see interspersed among your regular Disk Drive and System boxes a new type of shipping carton. These cartons are samples of new packaging we are testing. If the test results indicate that the new packaging works, we will begin phasing it into our production as quickly as possible.

Keyboard Changes

As most of you are probably aware we have changed the keyboard styling on Apple Systems. The keyboard was changed to insure availability of keyboards as our production increases and also to put an end to the confusion the "old" power indicator lamp caused. If you haven't noticed, the new power indicator is recessed, the key caps have a mat finish instead of a gloss, and the reset key has 3 times the spring tension of the other keys.

Quality Control

ARE YOU PART OF THE PROBLEM OR PART OF THE SOLUTION?

Many dealers have been calling to tell us about quality control problems that they have had to fix themselves. Unless we at Apple are made aware of problems (serial numbers and failure modes in writing), we can't take the necessary steps to trace and correct the problems. If you're not reporting the problems you experience to our service department, you're part of the problem not the solution. Please help both of us. Document the failures that occur and send them to our service department.

Automatic Purchase Plan

Rumor has it that some of the dealers are getting new products in advance of others. After tracking down the problem it is pretty clear that transit time between Apple and its dealers is largely responsible. If you feel that getting new product as soon as possible is important to you, I have a suggestion: JOIN THE AUTOMATIC PURCHASE PLAN.

Through the use of this plan, you can cut valuable time off of the normal order entry procedures. Through this plan your store can receive products within days, rather than weeks. The basic structure of this plan allows Apple to ship the product as it becomes ready, rather than having to wait for a purchase order to be entered.

To increase the speed of this system even more, arrangements could be made to have all of the products air-freighted to your distributors and in turn air-freighted from them to you. Needless to say air-freight is more expensive than overland; however, if you feel that getting new products as close to the time

that your competition does is important this may be your answer.

Your comments and suggestions on this are greatly needed. Please send a letter to your distributor and let him know your feelings.

Apple's Who's Who

The following list is of people and their specific areas of responsibility. We hope this list will help you get faster and more accurate information when you write or call Apple...

DEALERS

Advertising —	A.C.B.
Co-Op Claims	P.O. Box 3834 San Francisco, CA 94119
Other Information	First — check Resource Center Second — Distributor Third — Jean Richardson
Apple Education Foundation	Carolyn Stauffer
Business Software	— Controller 800-525-0463 — Cashier 405-524-7144 — All Other 408-996-9868
Catalog/Posters/Flyers	First — Distributor Second — Marlen Wightman
Educational Support	Greg Smith
Hardware (Technical)	Jim Hoyt 408-996-9868
Sales Support (Dealers) (Distributors)	— Lee Collings — Mike Connor
Service	— Wil Houde — Sami Asfour
Software-Contributed	Bruce Tognazzini
Technical Hotline	408-996-9868



APPLE SERVICE AND SUPPORT by Wil Houde

As of this printing, over 350 dealers have participated in the Level I Service Center training program. Each of these dealers can now provide service capability at the local level to Apple system users. Continued success in selling personal computers depends heavily on providing good local support to the ever expanding customer base.

Apple's Level I Service Program is designed to assure that each dealer can provide his customer personalized service.

The key to our personalized service program is primarily quick, efficient repair service as close to the customer as possible. Our Level I Service Centers have been established with this objective in mind. Each Service Center has been trained and is equipped with the documentation, spare parts and diagnostics to perform local repair.

Backing up each Level I Service Center is a distributor network providing technical assistance and logistics support, forming the framework for the Level II Service Center.

Same-day service is possible because each Authorized Level I Service Center has been trained to diagnose failures and either replace defective components or an entire assembly if need be. A complete inventory of exchange assemblies, i.e. keyboard, power supplies, disk interface board, etc. is maintained at each Level I Service Center so that quick repair is possible. By exchanging complete modules, each Level I Service Center can concentrate on providing the customer a quick and efficient repair. The defective module is returned to the Level II Service Center where it is repaired, updated, and completely tested. Using this technique, Apple can assure that the repair process is controlled and that each repaired assembly is restored to a "like new" condition. Apple maintains quality over the repair

process, which is just as important as the quality of manufacturing that goes into a new unit.

If you want to:

1. Provide same-day carry-in service to your customers,
 2. run a profitable service department,
 3. remain competitive,
- please contact your distributor and ask about Level I Service.

The O.E.M. Connection

by Steve Shank, OEM Sales Mgr.

In the last issue we talked about the definition of OEMs. Again, it is someone who uses Apple products while adding significant hardware/software to produce a stand-alone system. This system is perceived by the customer to be the OEM's and not Apple's.

Now let's talk about why an OEM might be interested in the Apple II as a system component.

APPEARANCE: Due to its size and design, the Apple II provides the system designer an easily-integrated component. Despite its capabilities, it can be modestly packaged so as not to detract from the OEM's desire for his own product identification.

FLEXIBILITY: With its on-board expansion and I/O slots, the Apple II is a highly configurable system. Thus, the hardware can be made as unique as the application. The result is a minimum of hardware overhead compared to other powerful, yet less flexible, mini/micros.

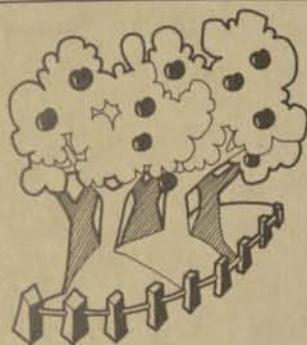
FEATURES: The Apple II brings to the system designer audio and visual capabilities not found in many other units. This means more unique system designs and easier end-user interfaces.

RELIABILITY AND SERVICE: Our data shows that long-term reliability is more than 24 months mean time between failure. This is important to the OEM trying to maintain his own image of reliability to his customers. When service is required, Apple's extensive network of Level I service centers is available for the Apple portion of the system.

SOFTWARE: The growing library of languages available on the Apple offers the OEM a variety of development languages. By matching the language with his own capabilities and requirements, the OEM can produce a system in the shortest period of time.

ECONOMY: The Apple II has an extremely favorable price/performance ratio. This is especially true when the OEM wants a minimum investment of his own engineering in duplicating capabilities already available in the Apple.

These are benefits that can be sold. Keep them in mind the next time you meet an OEM opportunity.



OUTSIDE THE ORCHARD

New Power for the Apple

Mountain Hardware has produced a new board for the Apple II, the RomPlus+. This peripheral board is designed to add many useful features to the Apple including:

- Upper-lower case using shift key
- Multiple user defined character sets
- Colored or inverse colored letters
- Mixed text and graphics
- Keyboard macros-two keystroke, auto typing of multiple, user defined words or phrases, including Basic and D.O.S. commands.

This board retails for \$169.00 and is one of the more interesting products we've seen.

Lights Out, But Not the Apple

A new product, the Applejuice, will be introduced shortly by Control Technology Inc. which may come in handy in the event of a power failure. The APS-2 backup power supply has been designed to keep your Apple II from losing all of its data when the power does down. Specifications are as follows:

- With full 48K and peripherals;
- Maximum operating time: 15 minutes
 - Maximum power: +12V at 400 mil.
+5V at 2000 mil.
-5V at 5 mil.
-12V at 20 mil.

This unit is internally fused to 6 amp maximum positive voltage and current fold back on negative voltage. The +5V and +12V volt supplies are interdependent to prevent computer failure in the event of +5 volt failure.

LED indicators show power failure backed up with Sonalert of 2900 Hz beeping. Auto reset when power returns. Dimensions are:

- 3"(H) x 4"(W) x 6"(L)
- Weight: 1.22 kilos

This unit includes easy connect cables and documentation. Retail price should be \$249.95. For further information contact High Technology in Oklahoma City.

More Hard Copy

Trendcom Inc. has produced and introduced a small thermal printer called the T-100. This unit is a 40 column printer similar in operation to the Centronics P-1 with a few exceptions. First, they use a white paper with either black or blue images, which is easier to read than the aluminized paper type. Second, the unit has a little slower print rate, 40 cps vs. 60 cps for the P-1 from Centronics. The T-100 retails for \$375.00 by itself or \$450.00 with the Trendcom interface. For further information contact your distributor.

Centronics Update

Centronics will honor the pass-through warranty of 90 days parts and labor starting with the date of sale to the end user customer. Your customer must have proof of purchase such as a sales slip for this to be valid. Make sure that you have both the Purchase Date and Serial Number of the unit which is in for repair so that problems do not arise. The procedure is to call the toll-free Centronics service number and supply them with the information they will need, including date of purchase, serial and model number. The number to call is 800-258-1952.



O'Neil & Son. And Apple Computer.

Buying on a new partner is sometimes just what's needed for a business to take off. That's why small businesses are turning to Apple Computer as a new partner.

Apple is the small computer that works for big companies. It can take the computer work you do, save you time and help you manage it better. And it's the only computer that can get you the most out of your money.

Apple, the personal business computer. For design Apple to work the way you work, you can get the business you want on an order payment plan. Buy the machine you need now.

After all, you are the boss. Call for the dealer nearest you. 800-536-9090. In California, call (909) 642-9238. Apple Computer, Inc., 10250 Sandley Dr., Cupertino, CA 95014.



apple computer

Personal Computer Competitive Evaluation

In a continuing effort to supply our retail sales base with up-to-date information we will be publishing a "Competitive Computer Evaluation" on a semi regular basis. The object is to keep you, the sales person, informed to the continually-changing computer marketplace.

Since our last comparison, we have added the Apple II Plus, along with three of the newest entries into the computer field: Texas Instruments 99/4 and the Atari 400 and 800 systems.

One interesting area we discovered while developing

this evaluation was in the basic program timing. We were amazed to find the Texas Instruments 99/4 as slow as it was when running a simple basic program. Notice that this is the only entry using a 16-bit word.

We hope this will be helpful to you as a sales tool. We would like to get input from the retail environment to help us develop the next comparison chart we do. If you would like to see anything added or changed, please submit information to: Sales Support Group, Attn. Lee Collings. Good Luck and Good Selling!

Personal Computer Competitive Evaluation Table

Feature	Apple II	Apple II Plus	Commodore Pet	Radio Shack TRS-80	Atari 400	Atari 800	Texas Ins. 99/4
Processor	6502	6502	6502	Z-80	6502	6502	9900
Word Bit	8	8	8	8	8	8	16
RAM Min/Max	16/64	16/64	8/32	4/48	8/8	8/48	16/16
ROM Min/Max	8/16	8/16	8/8	8/12	8/32	8/32	8/56
Languages	a-b-m-p	a-b-m-p	b-	a-b-p-c-f	b-	b-	b-
Assembler	Yes	No	No	Tape	No	No	No
LoRes Gr	Yes	Yes	No	No	Yes	Yes	Yes
Color Available	15	15	b/w	b/w	15	15	16
HiRes Gr	Yes	Yes	No	No	Yes	Yes	Yes
Sound	Yes	Yes	No	No	Yes	Yes	Yes
Lines/Characters	24/40	24/40	25/40	16/32/64	16/32	16/32	16/32
Strings	Yes	Yes	Yes	Yes	Yes	Yes	Yes
I/O Ports	8	8	1	2	*1	*1	*1
Disk Available	Yes	Yes	Yes	Yes	No	Feb. '80	No
Disk Space	116	116	85	85	0	85	0
Printer	Yes	Yes	Yes	Yes	No	No	No
Paddles Included	Yes	Yes	No	No	No	No	No
Peeks/Pokes	Yes	Yes	No	Some	No	No	No
Service Center Exchange	350	350	25	100	Factory	Factory	*24
Timing Results	40 sec.	40 sec.	46 sec.	83 sec.	N/A	N/A	84 sec.

Program for Timing Results:

10 for a = to 30000
 20 next a
 30 print "done"
 40 end

Language Abbreviations:

(a) Advanced Basic (p) Pascal
 (b) Basic (m) Machine
 (c) Cobol (*) Up to 4 peripherals in a Daisy Chain
 (f) Fortran

applesource 8

A MONTHLY NEWSLETTER FOR APPLE COMPUTER DEALERS

NOVEMBER 1979

WINNING

I had heard through the Apple-Vine that Dave Smith of Computer World had been successfully using seminars and workshops to sell to Educators in sunny Southern California. My call to him produced some thought-provoking insights which I'd like to share with you.

Dave has been working primarily in the Education Market. His reason for using seminars and workshops is pretty straightforward. "To sell this type of product you really have to get the person to see it, and use it. These customers don't just walk in to your store, and it's too expensive to go out and talk to each one individually. The in-store educational workshop and the out-of-house seminar were the only alternatives."

Dave feels it's important to find one individual in each school that is really turned-on to computers. With that individual's help, recruiting people to attend seminars and workshops becomes a lot easier. Dave uses these personal contacts, direct mail, phone calls, and word-of-mouth to drum up attendees.

Out-of-house seminars are held two or three times during the month and normally last about one hour. Workshops are held quarterly in the store's classroom and are designed primarily to teach educators what computers are and how they are used in education. The focal point is Educational Software. Dave also invites several guest speakers who are known for their work with computers in education. Apple's Magazine is used as the primary handout for both the seminars and workshops.

The most influential people in Dave's market are Data Processing Directors for schools on the district level. Without the full understanding and support of these people it is almost impossible to place systems. Needless to say the DP Directors are prime targets for Dave's seminars and workshops.

Dave works closely with educators that attend his presentations. He helps Educators prepare proposals so they can take advantage of various grants and title monies. Once the proposals have been accepted Dave then helps the Educator prepare the bid. His goal is to write a bid that essentially locks the purchase into his store.

Dave cautioned that selling the education market is a long term investment, it takes a lot of planning and work, but the long term rewards are well worth it.

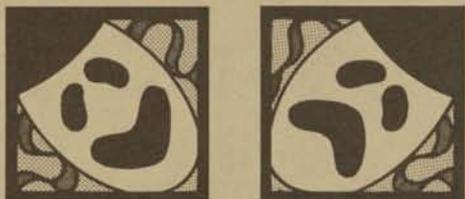
After I'd finished interviewing Dave we talked a little about future plans. Dave feels that the small business market will be the next target for this kind of sales approach. He also said that he would look into incorporating the line, "Have you contacted us about a Seminar for your Business, Educational or Professional group?", in his store advertising.

Looks to me like Dave's found a way to WIN in the Education Market, and seminar selling seems to be a large part of it. The seminar approach is working for dealers like Dave and it will work for you. The results are not instantaneous but they are rewarding. Call your distributor or representative today, tell him you would like to get started in seminar selling. He's sure to have some helpful ideas which can help you get started. Happy selling.

Michael J. Connor

IN THIS ISSUE . . . PAGE

WINNING	
Seminar approach to selling	1
O.E.M. CONNECTION	
Commitments of buyers and sellers	2
WINNERS AND LOSERS	
The life and times of Apple dealers as seen through the customers' eyes	2
APPLICATION NOTES	
A modification for the Apple Serial Interface Card	6
SERVICE AND WARRANTY	
The New Extended Warranty program	3
An explanation of our new 90-day Parts and Labor Warranty	5
EDUCATOR'S CORNER	
Seven ideas for selling in the education market	4
OUTSIDE THE ORCHARD	
New sensors from Interactive Structures	4
A card reader for the Apple	5
A new joystick	5
APPLE UPDATES	
The Apple Writer, Apple's own text editor	3
The Shell Games, the first in the series of educational software	3
Centronics, to line feed or not to line feed?	3



WINNERS AND LOSERS

This month's entry for the "Winners and Losers" is pretty sad. We think you will understand why it made it in once you read the article.

Dear Apple:

I have been having a great deal of trouble with an Apple Computer dealer. After comparing the micro-computers on the market, I decided to buy an Apple II. Since there are no Apple dealers here in Bowling Green, Kentucky, I called a few dealers in the vicinity. I decided to purchase the Apple from "beep" in "beep." The owner, Mr. "beep," told me he had to have a cashier's check for the full amount, in advance. He has been in business in "beep" for years, and I felt that I had nothing to worry about. I sent the check for \$1250.85 on July 17th to Mr. "beep" at "beep." He told me that I would have the Apple II in one week. I called him every week for a month. Each time I was told that he was expecting it in a day or two. After a month I asked him to send my money back. He agreed to return my money. Over the next three weeks he told me that the check was in the mail. Finally, after a lengthy discussion he admitted that the check was never written. He finally wrote a check, which bounced. I now have a lawyer trying to get my money for me.

Needless to say, I am very unhappy with the Apple dealer I have been doing business with. I have incurred many long distance telephone call expenses in addition to lawyer's fees, and I still do not have my money.

I felt that you at Apple would be interested in my experiences with one of your representatives.

Sincerely,
A Concerned Customer

Perhaps there are reasons for conducting "business" in this manner. But, after some soul searching efforts on my part, I can't justify them. As a member of the business community you have a moral obligation to yourself, your community and your customers. Please . . . make sure you are not practicing "business" in this fashion.

Michael J. Connor

THE OEM CONNECTION

An OEM agreement is based on commitments by both buyer and seller. An OEM opportunity is not in your best interest if the buyer can't keep his part of the bargain. Smart OEM suppliers devote extra time in qualifying the prospect before signing him up. Below are some questions that may be helpful to you in doing this.

1. IS HE A "REAL" OEM?
 - a. What is the buyer's end-product?
 - b. How will the Apple products be used?
 - c. What value is the buyer adding? (e.g., software/hardware/other)
 - d. How will his end-users perceive the product?
 - e. Is he ready to commit to scheduled orders and deliveries during the year?
2. WHAT'S HIS ABILITY TO MEET AN OEM AGREEMENT?
 - a. What is the market for buyer's product?
 - b. Is there a real market need?
 - c. What is the OEM bringing to the market?
 - d. What's his pricing and is it consistent with market needs?
 - e. Does he have competition?
 - f. Does he have a business plan?
 - g. How large is his company (sales/people)?
 - h. How long have they been in business?
 - i. Are financials available?
 - j. Have they entered into OEM agreements before?
 - k. How will after sales service be handled?
 - l. What part of his total business will this be?
 - m. Can he absorb a bill-back if his quantities fall below the agreed minimum?
3. WHAT IS OUR ABILITY TO MEET THE AGREEMENT?
 - a. When will early quantities be required? Production quantities?
 - b. What pricing?
 - c. Are special changes to the products required?
 - d. How much support will the OEM require? (e.g., software/hardware/service/other)

One of the secrets to a successful OEM agreement is to have a clear understanding of each party's roles and expectations. Consider circumstances that would put these to the test and see if both you and the buyer could handle them.

Steve Shank

APPLE UPDATE

THE LATEST NEWS ABOUT APPLE PRODUCTS, CAMPAIGNS & SUPPORT

APPLE WRITER

In an effort to further the support of business-oriented software, Apple will be introducing the "APPLE WRITER." This program is our first entry into the text editing or word processing field. This issue of *APPLESOURCE* as well as the last issue were completely written and edited on the Apple Writer. The response that we've received at Apple has been fantastic. As more information is available we will be sending it out in the standard mailings. Here is the information available now:

Apple Part No.	A2D0026
Availability	Approximately December 15
Dealer Price	\$45.00
Suggested Sale	\$75.00

SHELL GAMES

Apple Computer is proud to announce the first in a series of Educational Software projects, The Shell Games. The term "Shell" is derived from the ability to enter subject matter into multi-purpose testing programs, which consist of matching, multiple choice, or true/false quizzes. The program is written to be used with or without modifications.

The Shell Games fill one of the biggest voids in the Educational and Home/Hobby markets. They provide immediate educational value and allow educators to create or customize educational programs. The Shell games also provide examples of programs which can be created for computer assisted instruction.

What can these games do for you?

- Create more sales in the educational market.
- Add more value for potential education users.
- Add Apple software to your growing program library.
- Illustrate the use of computer aided instruction.
- Illustrate the ease of programming modification.

The Shell Games offer you an excellent opportunity to increase your sales in the education market, so place your orders now!

Ordering information:

• Apple part number	A2D0014
• Availability	December 1
• Suggested selling price	\$29.95
• Suggested dealer price	\$18.00

Get on the wagon and order yours today! Happy selling.

CENTRONICS PROBLEMS?

A number of questions have been coming in through the Hot Line pertaining to Centronics printers. You should be able to handle these given the proper information. Here is the problem and the solution.

PROBLEM:

1. Printer double spaces all the time.

OR

2. Printer prints everything on same line.

THE EXPLANATION:

Take a look at the Apple Parallel Printer interface card. In the lower left hand corner of the card is a chip marked PROM P-1. These PROMs come in two versions. On the Apple A2B0002 interface card the chip is a P1-02. On the Apple A2B0007 the chip is a P-9. The P1-02 is designed to transmit a line feed code which will cause double spacing if the Centronics has the line feed code active. The P-9 chip has the line feed code deactivated and will cause the printer to print everything on the same line, if the printer has line feed code turned off.

THE SOLUTION:

If you have having either of these problems simply try reversing the chips; i.e., swap a P-9 for a P1-02 and vice versa. Presto! You are now a winner in the customers eyes.

SERVICE

New Extended Warranty

Apple Extended Warranty is now a reality. This is one of the most effective sales tool we have, and it gives you a tremendous advantage over the competition. We've outlined the basic warranty program below and we'll be sending you a complete merchandising plan under a separate cover. Product Definition:

The end user can purchase a one year parts and labor warranty for repairs performed at any Level I Service Center. This will include the updating of system software such as: DOS, Applesoft BASIC, Integer BASIC, and PASCAL.

Customer Benefits:

- fixed cost of ownership for system maintenance
- one-day repair at Level I Service Centers
- network of 400 service centers

(continued on page 5)



the educators corner

The Educator's Corner will be dedicating space to "Seven Promotion Ideas for Selling the Education Market." This article is reprinted by permission of Computer Retailing.

When you talk about selling in the education market, the first thing that comes to mind is selling to schools and the second thing that comes to mind is how much trouble that can be. But utilizing official school channels (with their accompanying hassles) is not the only way to reach the education market. Here are some of the more informal, often more direct ways to get your computers into school classrooms and more importantly into the hands of students.

- Direct special promotion efforts at the student groups. The Math Club, the Science Club and the Senior Class are good examples of groups which, if they decided they wanted to buy a computer, could sell enough doughnuts and wash enough cars to buy one. In some areas, senior classes traditionally give a gift to the school. What could be more perfect than a computer? Offer to give a demonstration to organized groups such as these. "Organized" is probably the key word here because raising these types of funds takes a concerted effort.
- Parents groups and alumni associations are even better sources of funds for computers because they are generally better financed and have, as their main purpose, assisting and enriching the school. Alumni associations at universities are often very powerful. A direct mail piece to these groups, sent in care of the school, could very well generate some of the interest. A follow-up call to the presidents (name can be obtained from the school) will give you a chance to explain in more detail why computers would be a good purchase.
- Private schools are usually less wound up in bureaucracy than public ones, so if you aim sales at the schools themselves, remember to include these.
- Send a direct mail piece to local teachers offering to give their classes a store tour and brief micro-

computer introduction. Junior High teachers especially, are often looking for possible field trips. The chances of a sale resulting directly from this tour are slim but it is good public relations and may very well net you a future customer.

- If schools in your area already have computers, or if you are located in a high-concentration home computer area, sponsor a software contest for students. To publicize it, post notices on school bulletin boards, ask teachers to announce it in class, and run ads in the school newspaper.
- Offer after school programming classes directed at students. Use the same advertising methods listed above. These classes don't have to be free and probably shouldn't be (people take more seriously something they've paid for). But charge just enough to cover expenses with class cost to be deducted from any system purchase. Keep in mind who your audience is—students are probably not interested in setting up an accounts receivable program, but will love games and accept anything to make homework easier.
- If your workload warrants it, hire an interested student part-time.

(continued on page 6)

OUTSIDE THE ORCHARD

New Sensors have arrived:

A few issues back we reported on a number of new products from Interactive Structures Inc. These were a series of peripherals designed to give the Apple an analog input system. Interactive Structures has recently announced a number of add-on sensors which expand the capabilities of the system and make it easier to work with. These are: a light level sensor, a temperature sensor, a voice analyzer, an extremely accurate control knob and a pH sensor.

The light level sensor is a photoelectric type that allows the Apple to receive light beam communication, watch for light level changes or count objects which break a light path.

The temperature sensor is a linear measurement device which operates within a -22 to $+100$ degree celsius temperature range with $\frac{1}{2}$ degree resolution. Trim adjustments are available to provide a wider range of temperatures, or increased resolution over a smaller range.

The Voice Sensor provides voice quality input using a quality electret condenser microphone. The voice waveform may be sampled directly and displayed or sent out to an analog output channel such as the A003 analog output system. This unit is suitable for voice

(continued on the following page)

SERVICE *(continued)*

- system software updates provided during warranty period
- add-on Apple equipment covered for duration of warranty
- renewable on yearly basis

Dealer Benefits:

- provides revenue to run profitable service department
- packaging and promotion of this product make it easy to sell
- administration is clear and simple
- encourages customer to return to original point of purchase
- program fully supported by Apple

The Nitty Gritty:

- Availability November 15
- Shipping Qty. package of 5
- Part Number A2G0003
- Dealer cost \$145.00
- Retail \$195.00

This establishes a new standard for service in the micro-industry and at the same time compliments our new warranty policy. It is a product that builds profits and credibility for you, and at the same time helps you sell. Get on the wagon and place your Extended Warranty orders today!

90-Day Warranty Updated

Effective November 1, 1979 the standard Apple warranty will cover 90 days parts and labor from the

date of purchase. A new and more readable warranty registration card will accompany each Apple shipment. See attached sample.

The change was prompted for several reasons:

- (1) Numerous customers have complained at having to pay a labor charge after the 90 day parts warranty expires.
- (2) Studies have shown that parts replacements account for a very small portion of the total repair bill. Usually less than \$4.00.
- (3) 90 days parts and labor is the standard for the industry.
- (4) Our customer base is shifting to the more professional business user who is demanding a complete parts and labor warranty for extended periods.

In effect what we have done by changing our standard warranty and adding our extended warranty program, is to eliminate 9 months of customer and salesperson confusion and replace it with an opportunity for the retail sales person to make extra profit.

As of November 1 we are asking that you inform the customer that for all warranty work performed, the customer must show proof of purchase, such as a sales receipt or canceled check. To accomplish this, read through the warranty card with your customer and help them fill in the requested information.

For other service and warranty information see the service update article in this issue. It will tell you about the New Extended Service Warranty plan.

Outside the Orchard *(continued)*

control and various listening tasks such as home or office intercoms.

The AI02-KS is a control knob which provides a smooth, linear range of values from 0 to 255. The control is useful as a familiar adjustment device with good tactile response. This device is highly durable and is well suited for use in schools or laboratories.

The pH sensor is a combination electrode and an instrumentation amplifier. The electrode includes indicating and reference elements in the same body to permit measurements in small containers. A pH range of 0 to 14 is provided.

For further information on these products contact your Apple distributor or representative or Interactive Structures Inc., 3401 Market St., Philadelphia, PA 19104.

A Card Reader for the Apple:

Chatsworth Data Corp. has introduced a mini card reader which can easily be interfaced to the Apple II. The interface card supplied by Chatsworth Data Corp. plugs directly into the Apple's peripheral slots.

Most of you while in school have used a data card for one purpose or another. The most common use is for student testing and attendance. The MR-500

allows complete flexibility in card format design. Any card length can be used. Marking the card can be done with a standard #2 type pencil or by pre-printing the cards.

One of the nice features of this unit is its extremely small size. The unit measures only 4.5" wide, 4.5" deep and 4.3" high.

For further information about this product and its applications, contact your Apple distributor or representative or Chatsworth Data Corp., 20710 Lassen St., Chatsworth, CA 91311, (213) 341-9200. A \$750.00 retail selling price is suggested.

A Joystick to ease input:

VideoStik™, a joystick designed for use with the Apple II is being produced and sold by Computer Plus Inc. in Sunnyvale, CA. This unit is a high quality, rugged hand-held unit which is extremely easy to use. There are no hardware modifications to be made and the unit simply plugs or unplugs in seconds using the standard game I/O. For further information contact Computer Plus, Inc., 1324 South Mary Ave., Sunnyvale, CA 94087, (408) 735-8970, or contact your Apple distributor or representative. The unit retails for about \$39.95.

Application Notes

During the next few months we will be dedicating a section of APPLESOURCE to the applications area. Our objective is to supply you with application information that is most requested by callers on the HOT LINE. This month we are covering the Serial Interface Card Modification.

CAUTION!!!

THIS MODIFICATION AND ANY OTHER WHICH IS ATTEMPTED ON APPLE PRODUCTS WILL VOID YOUR CUSTOMER'S WARRANTY. BE SURE THAT YOU INFORM THEM OF THIS IN ADVANCE.

Serial Handshake Modification:

The High Speed serial card cannot run faster than 300 baud on most printers due to the lack of a printer busy line. This modification uses the existing data line to sense if the printer is busy and inhibit output if necessary. DOS 3.2 is required to use this modification.

Wiring Changes:

First determine which wire your printer uses to indicate a printer busy or buffer full. Your printer manual should contain this information. Here are a few we know of:

IDS 125/225	pin 4	Spinterm	pin 19
Heath H-14	pin 4	Comprint	pin 20
TI-810	pin 11		

The preferred place to do the wiring change is in the cable, however, the change can be done at the printer or card. Disconnect the wire between pin 2 of the printer and pin 2 of the card. Then connect the wire with the printer busy signal to the wire for pin 2 on the Serial card.

The next step is to decide which slot your card will use so that you may design the software patch. The patch forces the computer to check for a printer busy signal. Enter the patch using the values from the table below, for words in the brackets, < >, as shown in the patch program.

TABLE

Slot	01	02	03	04	05	06	07
Data	90	A0	B0	C0	D0	E0	F0
Code	C1	C2	C3	C4	C5	C6	C7

PATCH PROGRAM

Enter the monitor with a call-155 and type:

```
3B0:A9
<slot>
:20 95 FE           :85 37
:A9 00              :4C EA 03
:20 ED FD           :2C <data> C0
:A9 C5              :30 FB
:85 36              :4C 07 <code>
:A9 03              :00 00 00
```

Now return to Basic with 3D0G.

The following example assumes you are using slot 1 for the interface card. The brackets are shown for clarity and are not part of the patch program.

```
3B0:A9 <01>
:20 95 FE           :85 37
:A9 00              :4C EA 03
:20 ED FD           :2C <90> C0
:A9 C5              :30 FB
:85 36              :4C 07 <C1>
:A9 03              :00 00 00
```

Saving the patch to Disk:

Save the patch by typing BSAVE PATCH, A53B0,L520.

Using the printer:

The patch must be in memory before the printer can be used at the higher speeds. The first time you want to use the printer you must load the patch and initialize the interface. From immediate mode type:

```
BLOAD PATCH
CALL 944
```

This can be done from a program with the statements:

```
100 PRINT D$;"BLOAD PATCH": CALL 944
assuming that D$ is a control-D.
```

To turn off the printer type PR #0.

All that is required to turn on the printer again, is a CALL 944.

NOTES:

If the printer does not operate after a CALL 944, the printer is probably sending the opposite polarity busy signal. The patch can be changed to recognize the opposite polarity busy signal with a POKE 968,16. If this does not work, have the printer checked. This mod allows the Speed, Column width, and other variables to be changed with the poke commands in the Apple Serial Interface Manual.

If you have questions about this Application note or other hardware/software questions, please contact our Application Hotline, (408) 996-9868.

Educator's Corner (continued from page 4)

Word of mouth is one of the world's greatest advertising channels and one enthusiastic student who knows you, will direct other students your way.

Using these ideas will not often generate sales of ten and twenty units, but it will generate some sales and more importantly will continue to familiarize the student population with small computers. And the more students are exposed to micros, the more computers will seem an obvious tool for them to use.

WINNING INTELLIGENT CHOICES More than just a training program.

OUR SINCEREST THANKS goes out to each of you who attended the training sessions. Being out of your store is a costly undertaking. Your presence, interest and concern are recognized as a sincere commitment to the Apple line. We appreciate your continued support.

YOUR INPUT is the most valuable thing we brought back. Each training team published five to ten pages of your comments, criticisms and concerns. The topics covered policies and procedures, educational strategies, distribution problems, co-op processing, commitment to dealers, software and hardware needs, additional POS needs, marketing direction . . . you name it, it got covered.

THE RESULTS are already starting to show:

- The CO-OP program is being revamped. From Ad content and materials to claims processing.
- New DEMO DISKS are being developed for each product.
- A seminar on selling the EDUCATION MARKET is being developed.
- New POS LITERATURE such as the *Information Analyst* brochure will be appearing for major products.
- Future TRAINING SESSIONS will be smaller and more interactive.
- A DEALER ADVISORY BOARD will be formed and will meet regularly.

continued on pg. 3

Apple III, NCC and Disneyland Too.

The National Computer Conference was recently held in Anaheim with over 80,000 in attendance. Companies with all types of product showed their wares. Main frames, keyboards, mass storage, printer, plotters, terminals, mini and micros filled the 503 exhibits.

And in the midst of all the confusion and masses of people, one computer company's name stood out—APPLE!

While walking amongst all the vendor's booths, Apple's name was heard over and over again. What was all the talk about? Who is this company called Apple?

As part of the large crowd of people, you became aware of one thing almost immediately. The masses came to see Apple. Not just the Apple III but all of Apple. The hardware, software and the people. To add to the excitement, Apple was giving away 20,000 free tickets to Disneyland. As Walt Disney must have once said, this park is for one and all, young or not so young. It's a place where dreams come true. And Apple was making it real for the people at NCC.

As the guests of Apple Computer, people had a chance to share in Disney's dream. From 8 PM til 1 AM, Disneyland was covered with computer and high technology people. *Space Mountain*, the *Matterhorn*, *Pirates of the Caribbean* were all packed with

continued on pg. 2

IN THIS ISSUE . . .

	PAGE
WINNING	
Intelligent Choices Recap	1
WINNERS AND LOSERS	2
NCC RECAP—THE APPLE III AND DISNEY	1
OUTSIDE THE ORCHARD	
Who, What and Where of Software	2
The Missing Link	1
Dakin's Utility Programs	2
Symtec Ac Controller	2
Apple Orchard Magazine	2
APPLE UPDATES	
Silentype Printer	4
Dow Jones News And Quote Reporter	4
DOS Tool Kit	4
Adventure	5
Pascal Syntax Poster	5
Apple Queme Sprint 545	5
Apple Plot	8
Apple Education II	6
SERVICE UPDATES	6
APPLES AND EDUCATION	7
APPLICATION HOT LINE	7



WINNERS AND LOSERS

During the last few months a number of changes have occurred in the distribution method of Apple. Along with the changes at Apple, a number of you have also experienced changes. New products, advertising, and merchandising campaigns are just a few of the programs which have kept us all busy.

We would like to take this chance to congratulate the dealers mentioned here, and others who have continued to excel during this period of growth.

The Computer Store—Billings, Montana

Gentlemen:

We spent considerable time reviewing different styles and types of computers. We decided that the Apple was the best suited to our particular needs . . .

We especially want to express our deep appreciation to Del Ray Johnson of the Computer Store in Billings, Montana. Del Ray and the entire staff rendered assistance and advice whenever the inevitable bugs surfaced. Such professionalism mixed with courtesy is a rare combination.

Your s Truly,

Roger and Marlene Weinzell

Computer Word—Great Neck, N.J.

Dear Apple Computer:

I would just like to drop a note to say what an excellent representative you have handling your Apple line at Computer Word, Great Neck. He is located 50 miles from where I live, yet it is worth the trip. He is always willing to help and has made the whole experience of owning an Apple Computer worth it.

Sincerely,

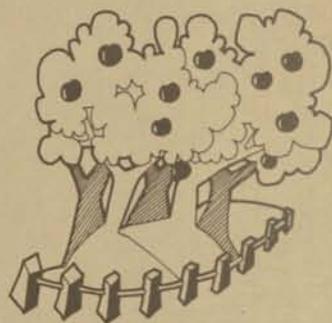
Dick Bishop

A big Apple Congratulations goes to the sales staff of both of these locations. Keep up the good work.

APPLE III Continued

people talking about the products they had seen and most of all, Apple Computer.

But now the show is over. All the people have gone home, Disneyland is back to normal and Apple is busy putting the final touches on the Apple III. We stole the show and the hearts of thousands, and now it's up to all of us to continue the excitement.



OUTSIDE THE ORCHARD

We Need Your Input!

This column is designed to offer you an on-going source of information about products that work in conjunction with the Apple. If you are using a product or are aware of a product that you think others might enjoy, drop me a quick note listing the manufacturer's name and phone number. Your input will help keep this information timely and should make life a little easier for the new dealers and salespeople. Thanks,

Lee Collings

The Who, What and Where of Software

A number of software catalogs have been published in the past, however, none of them have impressed me as much as the *Skarbeks Software Directory*. The people who compiled and published this catalog must have put a lot of time and energy into it.

Programs are listed by title, indicating the publisher, memory requirements, description and price. Multiple indexes make looking up programs a breeze. Beside the standard alphabetical index, a subject index is also offered along with a list of software vendors.

In addition to all this, the writers included a special section on Apple disk operating commands and a short glossary of terms. This 364-page booklet has a suggested retail of \$11.95. Dealer prices are available for minimum orders of (24). For more information on this fantastic directory, contact: Skarbeks Software Directory, 11990 Dorsett Road, Maryland Heights, Missouri 63043.

The Missing Link

As most of you know, attaching an IBM electronic typewriter to an Apple can be quite frustrating . . . until now! Thanks to CompuSystems Inc., there is now an easy solution. The "MISSING LINK" interface allows any Apple to be easily connected to any IBM series ET50, 60 or 75.

CompuSystems used good judgement in the designing of this interface so as not to invalidate Apple's or IBM's warranties. Through the use of on-board "PROM" intelligence, all user commands appear "transparent," no peeks or pokes needed.

This should make a good alternative for your customer when they need letter-quality printing but can't afford spending the extra \$3000.00. Make the system sale. Later, your customer can come back to you to purchase an addition printer if needed. Remember to qualify your customer. This is the only way that you have to find out your customers needs.

For further information on the "Missing Link," contact: CompuSystems, P.O. Box 5144, 2301 Devine St., Columbia, S.C. 29205. Phone (803) 254-0804.

The Dakin5 Programming Aids 3.3

A few months ago we reported on the availability of a series of utility programs from Dakin5. Since that time, they have released a new diskette with the 12 most asked for programming aids.

This new diskette is designed to operate in the new (16) sector DOS 3.3 environment. Although many of these utilities can be found on the DOS 3.3 Tool Kit, a few programs make this offering an extremely good value.

- THE CALCULATOR adds, subtracts, multiplies and divides very large numbers using twenty place accuracy. Written in machine language, this routine runs much faster than equivalent BASIC subroutines.
- THE PATCHER allows you to display any sector of a given file or program and then update any data within that sector.
- THE PROMPTER is a data entry subroutine that handles string and numeric data. You have the option of using commas, decimal points and leading zeros or trailing spaces. Also, individual field length can be specified to prevent overflows in your input statements.

For further information on these and other programs, contact: DAKIN5 Corporation, P.O. Box 21187, Denver, Co. 80221. Phone (303) 426-6090.

Symtec X-10 Control

A low cost controller has recently been introduced by Symtec. This board is designed to interface the Apple II Computer to the BSR X-10 AC Remote Controller. Any Apple II owner can now add AC Remote control at a fraction of the cost of other units.

For the Apple customer who needs the AC Remote capabilities and already owns the BSR system, this interface at a suggested retail of \$49.95 looks like an excellent buy.

For further information on this and other Symtec products, contact: Symtec Inc., 22223 Telegraph Rd., Southfield, Mich. 48072. Phone (313) 352-1790.

Apple Orchard Magazine

Last March Apple's customer magazine, *Contact*, was discontinued. To fill the void, the International Apple Corps has published the *Apple Orchard Magazine*. Apple Corp has the advantage of tapping and disseminating a larger body of information than could be attained by Apple, largely because of their intimate contact with user groups and clubs. This magazine offers the reader hours of entertainment and information. Included in the first issue were articles on utility programs, using Apple Pascal BIOS, a super article on the Applesoft Internals and more. Since the magazine was published, a number of calls have come in from dealers and customers requesting copies of this fantastic magazine. Read on and we'll tell you how you can offer this to your customers.

How does the Apple customer get his copy? Starting in September, the *Apple Orchard* will be published every three months. When you fill out your

continued on pg. 8

WINNING Continued

- Future SEMINAR MATERIALS will include flip charts similar to the educational one in *Intelligent Choices*.
- A variety of VIDEO TAPE aids will be developed.

These are just a few of the things that your input helped change or bring about. So keep it up, we are listening.

THE COMMUNICATION that took place at *Intelligent Choices* sessions was extremely valuable. Not just between manufacturer and dealer but between dealers. I heard over and over again that one of the most valuable things that you got out of the meetings was a chance to share product information and management and marketing concepts with other dealers.

LET'S BUILD ON THAT. How about local dealer organizations that share product, management, marketing, advertising and selling concepts. Joint investment in trade shows or advertising campaigns. How about bringing in guest speakers from different manufacturers or motivational speakers? If you would like someone at Apple to appear at a dealer meeting, let your rep know and we will try to arrange it. How about management consultants to talk to the group?

THE CHALLENGE OF THE '80s will be to build strong communication links between us. Your thoughts on what should be communicated and how it should be communicated are welcome. Call two other dealers in your area today and start the communication process.

Michael J. Connor

APPLE UPDATE

THE LATEST NEWS ABOUT APPLE PRODUCTS, CAMPAIGNS & SUPPORT

Silentype Begins Shipping

The delay is over! As of the middle of May, we had shipped more than 500 units with production ramping up to full speed. You may recall, the Silentype was originally introduced in Applesource #10.

Fortunately, our engineering department discovered something that needed to be changed before we could ship. Unfortunately, we missed our scheduled delivery time of March. We appreciate your patience and the supportive comments we received during the delay.

During the next few weeks, we will be working to catch up on the backlog of orders. Contact your local sales representative for information on ordering this fantastic little printer.

Dow Jones News and Quotes Reporter

The first in a series of Run-Time Pascal programs, The Dow Jones News & Quotes Reporter allows the user to obtain current news stories from the Wall Street Journal, Barrons and the Dow Jones news wire or retrieve stock quotations from the Associated Press 15-minute delayed quote service.

To help you and your customer get acquainted with this powerful new package, we have included some exciting features.

- New Information and Password Toll-Free Hot-Line (800) 257-5114
- New Prime Time and Leisure Time Rates (The actual figures were not available at press time. Please check with your area sales representative for the latest information.)

Time Zone	Prime	Leisure
Eastern	7:00 AM-7:00 PM	7:01 PM-3:00 AM
Central	6:00 AM-6:00 PM	6:01 PM-2:00 AM
Mountain	5:00 AM-6:00 PM	6:01 PM-1:00 AM
Pacific	4:00 AM-6:00 PM	6:01 PM-Midnight

- Each new customer receives:
 - (1) Master Diskette
 - (1) Backup Diskette
 - (1) Apple User Manual
 - (1) Dow Jones News/Retrieval Guide
 - (1) Dow Jones Contract and User Password
 - (1) Hour of Free Training Time (Must be used during non-prime time hours within 30 days of purchase.)
- For the customer who already owns the Portfolio Evaluator, the normal \$25.00 password fee becomes a credit for time. This credit must be used within 45 days.

- For each package the dealer purchases, they receive 20 minutes of demonstration time to use when selling the product.
- Also, when purchased in Master Pack quantities, the dealer receives an extra hour of access time.

Ordering Information:

Product Number:	A2D0030
Delivery Date:	July 15, 1980
Suggested Resale:	\$95.00
Dealer Single Unit:	\$62.00
Dealer Master Pack:	\$58.00

Special Note:

This package is designed for the U.S. market and therefore should not be sold into Canada or Europe.

DOS Tool Kit

To aid you and your customers in the new DOS environment, we have implemented a series of utility programs that can be entertaining as well as helpful. Included in the DOS TOOL KIT are:

EDASM—an editor/assembler designed to allow editing and assembling of small to very large 6502 machine code programs. The editor portion of this program can be used to create; source programs for the assembler, exec files or to edit and/or create BASIC programs.

Minimum recommended system size is 32K with a single disk, however a 48K system with dual disks will add to the size of programs which can be developed.

APA—Applesoft Programing Aids are designed to make life a little easier for your programming customers.

- AUTO**—for automatic line numbering.
- MANUAL**—turns off the Auto command.
- RENUMBER**—for renumbering programs or portions thereof.
- HOLD**—for retaining a program or portion of program to be used with the MERGE command.
- MERGE**—interlaces two programs together (option is given so that duplicate numbers can be merged).
- COMPRESS**—removes REM statements from program.
- LENGTH**—gives length of program in memory.
- SHOW**—makes control characters visible.
- NOSHOW**—turns off the SHOW command.
- KEYS**—allows you to type the underscore, backslash and left bracket which are not normally available from the Apple II keyboard.

APPLE UPDATE Continued

XREF—gives a cross-reference listing of variables followed by the line numbers in which the variable occurred.

HI-RES CHARACTER GENERATOR—allows for displaying of alternate character sets. 21 alternate character sets are included on the disk as examples.

ANIMATRIX—allows the programmer to create and edit alternate character sets for use with the Hi-Res Character Generator. In addition to the "TEXT" character sets, graphic sets for use in animated programs are also provided for. Three sample programs have also been included. They are:

- Ribbit**—Help the frog catch the butterflies.
- Maxwell**—Our little animated elf.
- Skylab**—Watch as it crashes on your favorite continent.

Together these programs make a great offering which should add even more emphasis to the new DOS environment.

Ordering Information:

Apple Part Number:	A2D0029
Availability Date:	July 30, 1980
Suggested Retail:	\$75.00
Single Quantity:	\$47.00
Master Pack (5):	\$45.00

Adventure . . . Into the Unknown

For the customer who is a *Dragon and Dungeons* or *Adventure* fan, *Apple Adventure* is on the way. Designed to amuse the most avid gamers, *Apple Adventure* will provide hours of entertainment for young and old.

Move the party from the outer world to the inner sanctums while trying to avoid the various traps and pit-falls which are inevitable. The final solution comes after all rooms have been explored and the mysteries of the adventure unraveled. Included are three commands to make the search easier. The "Help" command displays user acceptable commands. The "Info" command offers additional information and the "Inventory" command gives a list of items the player is carrying. Wish your customers good luck on this one, they'll need it.

Ordering Information

Apple Part Number:	A2D0034
Availability:	August
Suggested Retail:	\$35.00
Single Dealer:	\$23.00
Master Pack (5):	\$21.00

*Visicalc is a registered trademark of Personal Software

A PASCAL Programmers Dream

A colorful new working tool has just come off the Apple Press. The *Apple Pascal Syntax Poster* offers a single reference point for information on the proper usage of Pascal Syntax. This highly detailed poster covers everything from Statements to Identifiers, Blocks to Factors and more. In essence this is a flow chart of the Pascal language statements.

More than just a reference tool, this fantastic poster can be used as an attention grabber in your store or as a teaching tool for university professors and computer science individuals. Make sure you order a sufficient supply of this colorful poster.

Ordering Information:

Apple Part Number:	A2G0004
Availability:	June 30th
Suggested Retail:	\$4.95 Each
Single roll of 10:	\$3.00 per poster
Master pack 9 rolls:	\$2.80 per poster

Apple Plot

Originally announced at the *Apple Means Business* seminar, *Apple Plot* will begin shipping in mid July. Many of you have asked why the delay. During the last few months a number of enhancements and modifications have been made in the program. These changes required a whole new testing session before we could go into production.

To recap, *Apple Plot* is a chart and graph program which allows the user to input numerical information for presentation in a graphic plot format. Six options allow the user to specify the type of plot including:

- Bar
- Multi-line
- Multi-bar
- Bar with Line Overlay
- Line
- Scatter Graph

In addition to manually entering data, *Apple Plot* offers the capability of using the data generated from Visicalc™ files for quick creation of charts or plots without the need of re-entering data. Also, *Apple Plot* allows the user to combine both Text and Graphic information on the same screen and, with an optional printer, have hard copy output. Printer subroutines are included on the diskette for the Silentype and Qume printers.

Offer this program as an add-on to the business systems you sell. *Apple Plot*, *Apple Post* and *Apple Writer* are excellent examples of programs that add value to the system sale.

Ordering Information:

Apple Part Number:	A2D0033
Availability:	July 30, 1980
Suggested Retail:	\$70.00
Single Dealer Unit:	\$45.00
Master Pack (5):	\$42.00

continued on pg. 8



SERVICE UPDATES

Servicing What You Didn't Sell

One of the most important elements of Apple's service program is the ability for a customer to get his Apple serviced at any Authorized Service Center, regardless of where the system was purchased. The advantages to your customer should be obvious.

One of the major reasons customers give for choosing Apples over other systems is the access to over 700 service centers. The customer can take comfort in knowing that his product can be repaired, if needed, on a local level.

Who Gets Service Cheerfully?

The customer with equipment out of warranty has no problem because you feel you can charge enough to make money from the situation, particularly if you have a good technician who can do repairs at component level.

The customer with the equipment in warranty and proof of purchase at full price who has just moved into town has no problem. Maybe this is because you know that one of your customers might move out of town and you would like them to have good service.

Who does this leave?

The Problem

The customer who becomes the target of your frustrations is the person who needs your help the most. They are generally the misguided souls who:

- 1) Have a product in warranty.
- 2) Bought it elsewhere.
- 3) Produce a proof of purchase showing they bought it at a discount.

What Apple Wants You to Do

TAKE CARE OF THEIR SERVICE PROBLEM, TURN THEM INTO YOUR CUSTOMER AND

SELL THEM SOMETHING! We have talked to many dealers and customers on both sides of this problem and have found that our successful dealers handle the customer regardless of where the system was purchased.

Imagine what the customer is thinking as they approach you for service. Are they a little "sheepish" because they gambled and lost? They gave in to the lure of low price, letting that be more important than the service and support that a dealer like you can offer. The customer didn't perceive that he'd need it. Now the worst has happened and he needs your help. The customer is vulnerable. The opportunity is yours!

The Successful Dealer's Thought Process

Here's the perfect opportunity. The customer's in my store, and he'll be back to pick up the repaired item, now is my chance to sell. The customer knows he made a mistake. Sure he bought the system elsewhere; that's water under the bridge. Now is the time to convert this "outsider" into my customer. Remember, every Apple owner upgrades sooner or later. Let's make it sooner! How about selling an Extended Warranty? That will keep him coming back to your store and give him protection in the future. Sell him an extra disk drive or diskettes. If you can't sell him right now, get a commitment from him to buy from you in the future. Explain what the differences are in buying from you vs. a discount house. Make sure the customer perceives the difference.

Make sure you qualify your customers! If they bought their equipment through the mail there is a strong possibility that the customer has a need or problem that another dealer didn't satisfy.

Other Points to Consider

Apple pays you for Standard 90 Day and Extended Warranty repairs. We replace the parts plus pay \$20 per module exchanged or \$30 per system for components replaced. These rates are based on a labor rate of \$35 per hour including time for ascertaining the problem from the customer and filling out the paperwork for the warranty claim. If your tech spends more than 40 minutes on a repair, that's too much. Swap out the module.

Apple Warranty covers DEFECTS in Apple manufactured products. If there's a defect found, or if it's "how to use it" information that's needed, that's called "consulting" or "diagnosis" and you should charge the customer for it. Make sure you advise the customer of this possibility in advance, of course. A sign or a poster will help communicate this in a positive manner.

Apple's Position

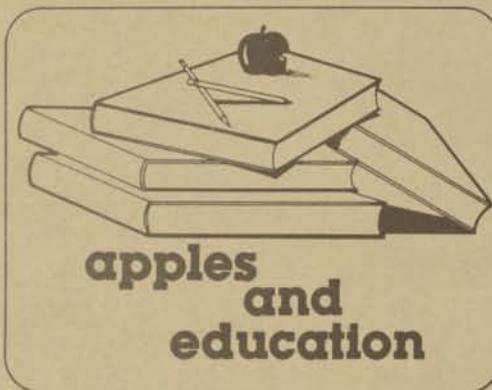
We feel strongly about service. In fact, we require each new dealer to become an Authorized Level I Service Center and sign a contract specifying that they will service regardless of where purchased. Existing dealers who aren't Service Centers will be asked to make that commitment. Existing Service Centers who have not

continued . . .

signed such a contract will be asked to do so. Gone are the days of the no-service dealer.

We think by using the positive approach that we've seen the "successful ones" use, that you can profit from handling these customers. Will you lose a few of them? Yes. Will you win most of them? We think so. And these are the victories that you can be proud of.

—Dick Baumann



THE APPLE EDUCATION NEWS

The Apple Education News is for people selling to education as well as educators. Another way to say that is that we expect you—the dealer—to read it!!

The Education News provides you with something extremely valuable—Third Party References. It is full of endorsements of Apple by leading educators in all branches and levels of education. It tells you where Apples are being used and who is using them. These endorsements should give you ideas on where YOU can sell Apples.

One part of the "how" to sell Apples is by showing specific stories in the newsletter to your future customers. Every story in the newsletter depicts a situation where Apples are making a positive contribution to the educational process. Your customer doesn't have to rely solely on your word—he has the word of other leading educators that Apple is an answer to his educational needs.

Educators will want to know what products and services they should purchase, in addition to the Apple system. They are not interested in products just because they are new and neat—they want solutions to their problems. Every issue of the newsletter has product stories that will tell you and the educator how our new products relate to his needs. This will help YOU sell peripherals to the education market.

Every story in the *Education News* has a person that the educator can contact for more information. Encourage him to do this if he wants to know more. You don't need to know all the details yourself. You can help

him to contact his colleagues and verify the Apple story for himself.

The Apple Education News. Use it to show Apple's commitment to education. Read the stories yourself to get ideas of where you can make more sales. Show specific stories to educators as endorsements of your products. Make the newsletter work for you!

THE APPLE HOT LINE NEEDS YOUR HELP!

During April, our Hot Line personnel did research to find out how their time was being utilized. We totaled the number of calls, total time on line, average length of call and percentage of dealer calls. We used the average week as a starting point, and this is what we found.

Date	4/16	4/17	4/18	4/21	4/22	Total
# of Calls	123	99	113	136	95	566
Total Time	632	542	545	702	508	2929
Avg. Length	5.14	5.47	4.82	5.16	5.35	5.19
% Dealer	9.76	4.04	7.08	5.15	5.26	6.26

Translated this means, on the average, only 6% of all calls received are from the dealer. If 94% of the calls coming in are from our customers, somebody is missing the boat. Of the 94%, only 12% are on subjects which the dealer would not normally be expected to know. The remaining 80% of the calls should be handled by you! THESE ARE ALL QUESTIONS THAT CAN BE ANSWERED WITH INFORMATION PUBLISHED IN THE Apple manuals or in the Application Notes.

The Purpose of the Hot Line

The Hot Line was introduced by Apple to offer technical assistance to the dealer and in turn, the customer.

Your Responsibility on the Hot Line

When you or one of your customers has a question for the Hot Line, please follow this procedure:

- Write down the question so that you have a clear understanding of what you are going to ask.
- Call the Hot Line for the customer.
- When the question is answered, write down the answer.

By calling for the customer, you perform two valuable functions. First, in the customer's eyes, you have acted with him in mind and performed a service. Secondly, you have increased your own knowledge.

By using a little imagination, you can develop a complete Q&A booklet for in-store reference. Use this booklet as a training guide for new hires or as a reference when you are working with a customer.

With your help, the Hot Line can become more productive and we can all be more successful.

Letter-Quality Printers Arrive

The Qume Sprint 5/45 Daisy Wheel printer will be available from Apple in July. This high-quality printer is the perfect mate for the Applewriter text editor and for other applications requiring highly readable print.

We have been using this series of printers at Apple during the past six months with tremendous results. All of the mailings from sales, marketing, and engineering have been created using the Qume/Applewriter combination.

What makes Qume Apple's choice? The Apple/Qume printer gets special treatment from Qume and Apple. Special testing procedures and quality control will help make this an exceptionally reliable unit. Also, special arrangements have been made which allows Apple Level I Service Centers to repair problems should they occur on any Apple/Qume.

The Qume Sprint 5/45 offers many features, including:

- 45 characters per second print speed.
- Built-in Serial Interface.
- Form sizes up to 15", single sheet or continuous form.
- 96 character print wheels in various styles/alphabets.
- 10, 12 or 15 characters per inch, plus proportional spacing.
- Maximum of 198 columns.
- Vertical format of 6 lines per inch.
- Standard platen or optional tractor feed.

With each Qume ordered you will receive:

- (1) Apple Sprint 5/45 Printer
- (1) Pressure Feed Platen
- (1) Paper Guide
- (1) Power Supply with Cover
- (1) Built-in Serial Interface
- (1) Cable and Connector
- (1) Prestige Elite Printwheel
- (1) Ribbon Operating Instructions

Ordering Information:

Apple Part Number: A2M0045
Availability: July 15, 1980
Suggested Retail: \$2995.00
Single Unit Price: \$2190.00

Optional Forms Tractors:

Apple Part Number: A2M0047
Availability: July 15, 1980
Suggested Retail: \$225.00
Single Unit Price: \$163.00

Note: For use with the Apple II, you will need (1) High Speed Serial Card (A2B0005). No card is required when used with the Apple III.

Contact your Field Sales Representative today to order this great new product.

Elementary, My Dear Apple

Apple Education Diskette II is coming soon. These four programs will help broaden the software offerings from Apple. Included are:

Lemonade (a business simulation of a lemonade stand).

Darts (a math program that teaches fraction identification).

Supermath (a drill and practice in addition, subtraction, multiplication and division).

Don't Fall (a less violent version of Hangman).

As the second offering for the education environment, *Elementary, My Dear Apple*, should sell very well. One of the best selling features for Apple's educational software can be found in lines 9000-9085 of the *Don't Fall* program. This is the section which allows the teacher to change information in the same fashion that is used in the *Shell Games*.

Darts and *Supermath* do an excellent job teaching "number line theory" and "number table" learning techniques. Take some time to review these programs before your next presentation to educators. We think you will be pleased.

Ordering Information:

Apple Part Number: A2D0015
Availability: July 15, 1980
Suggested Retail: \$30.00
Single Unit Dealer: \$20.00
Master Pack (5): \$18.00



**OUTSIDE
THE ORCHARD**
Continued

customer's warranty card and send it to us, we'll put his name on a special mailing list. When the next new issue is published, a copy of the magazine will be sent to each name on the special mailing list. Each customer will receive only (1) mailing.

Example:

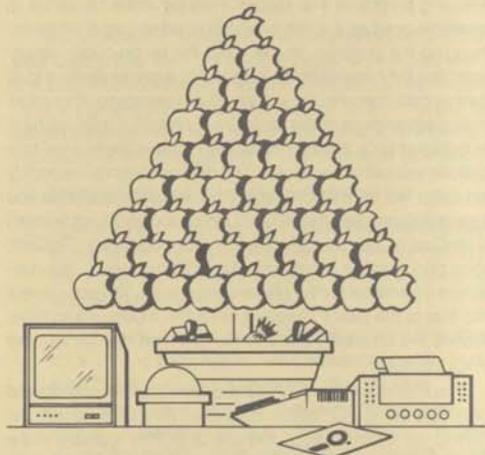
The customer who purchases an Apple during the April to September time frame will receive the September issue.

For future issues or additional copies of old issues the customer must go to a dealer or subscribe directly. This gets the customer back to your store for more sales. If you don't have extra copies of the last issue, you might want to consider getting a few. They might wind up becoming collector's items. Additional copies of the *Apple Orchard* can be ordered from International Apple Corps, P.O. Box 976, Daly City, CA 98031.

applesource 25

A NEWSLETTER FOR APPLE COMPUTER DEALERS

NOVEMBER/DECEMBER 1981



Sounds good, doesn't it? APPLES moving off shelves, printers going to new homes, software stuffed in stockings, APPLE Family Systems under every tree.

Traditionally, Christmas is a heavy season for most retailers; in fact, for some store owners the Christmas season brings in 80% of the annual sales.

Since computers are purchased year-round, APPLE sales are not dependent on one season. But when people are buying it's just good business to cash in on their spirit. To give you ideas to catch the yuletide, we surveyed dealers to see how they'll hang stockings—and APPLES—to get a piece of Christmas joy.

Susan Bramley, The Computer Store, Windsor Locks, Connecticut: "I set up a Christmas idea shelf geared to spouses and parents of APPLE users. It holds joysticks, software, diskette holders, binders and books like Osborne's APPLE II User's Guide. I also put up a Christmas tree with an APPLE underneath tied up with a big red bow. Then I suggest, 'This Christmas buy an APPLE.'"

Len Simon, Computer City, Brea, California: "I make sure customers see Christmas as they walk in so I decorate with bows, garlands and holiday colors. Thanksgiving weekend I run large ads in the local paper, the local APPLE user's magazine and on radio. The theme for Christmas advertising is "Buy One For The Family" and, of course, I'll tie it in this year to APPLE'S Family System campaign."

Peter Selden, The Basic Computer Shop, Akron, Ohio: "Besides the usual appeals—Christmas tree in the window, gift

**'Twas the week before Christmas
And all through the store
APPLES were selling
Midst the festive decor**

**An APPLE for Christmas?
What a family delight!
So merry Christmas to all
And to all a good byte.**

wrapped packages and APPLES with a bow—we created a demo diskette "The Night Before Christmas." It includes both pictures and words and shows off APPLE'S capabilities. We give the program to all our customers. We also suggest customers treat themselves to some new software for Christmas."

Thomas Geer, Empire Electronics, Seattle, Washington: "Christmas is the only season we spend time and money on decorating. We hire high school students to paint our front window with a Christmas mural of Santa holding an APPLE. We decorate the shelves with garlands and bows. Our classroom becomes a gift room offering everything from stocking stuffers to full APPLE systems. We also provide gift wrapping and Christmas Eve pickup service. And the extra effort pays off—the two weeks before Christmas we really sell APPLES!"

May all your holiday ideas join with these in creating a prosperous season.



Everybody Wants APPLE Presents Under Their Tree...

AND the new APPLE gift catalog is filled with all sorts of wonderful new surprises. It is being mailed ONLY to dealers and we think you will be pleased with the new pricing. What's more, processing orders should take no longer than three weeks. Christmas this year means APPLE kites, ties, totes, posters, note pads and all the old favorites like mugs, T-shirts, belt buckles and pins. Hurry up and give your store that colorful, holiday-look that APPLE wears all year long.

More Key Information on the APPLE III— The Device Manager

The third part of SOS, THE DEVICE MANAGER represents one of the most significant advantages of the APPLE III. All of the information that goes in or out of the APPLE III is first passed through and handled by the Device Manager.

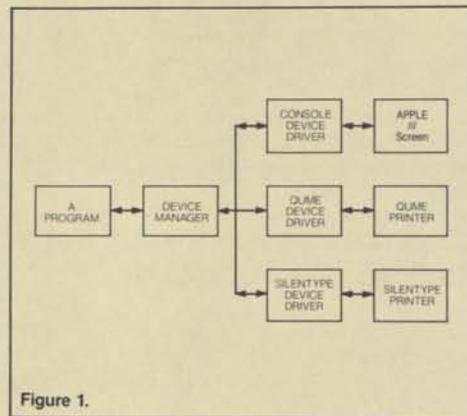


Figure 1.

The Device Manager sends the data through the appropriate 'Device Driver' to the output device. A Device Driver is a small machine language program that is linked in as a part of SOS. It tells the device manager how to organize, format, and send the data to the device. In other words, the device driver takes the data and custom tailors it for a particular device.

All user programs access a device through a device name rather than a specific location. When a program receives or transmits data to a device name, the data is passed through SOS (more specifically—the device manager) and SOS communicates with the individual devices. When a program communicates with SOS it always does it in the same way. From the users standpoint data is transferred between the computer and a printer in exactly the same way it is transferred between the computer and the screen. This is exactly the same way it is transferred to and from a disk file. There is no difference in how the data is sent or received. It is the device driver that takes the data and reworks it so that it is in the proper format for the device.

The reason for this middle step, and the major advantage of the APPLE III over nearly every other microcomputer on the market, is that it makes the APPLE III completely DEVICE INDEPENDENT! The user no longer has to be concerned over which slot his or her printer is plugged into or what type of interface it has, or whether or not it generates a line feed after a carriage return. All of these technical problems disappear once the device driver is written. Once the driver is written and configured into SOS, it knows where to send the data, whether or not a line feed should be thrown in after a carriage return, etc.

The second advantage is that data can be sent to a completely different device by just changing the device name in the program. One helpful use for this is for programmers developing programs that require a printer when no printer is available or when it is not desirable to waste paper while debugging the program. In this case the programmer simply specifies the console driver instead of the printer driver and all further data is sent to the screen. There are many other interesting advantages of this structure. Example: If a file name is substituted for a device name, then data is transferred to a disk file instead of the device. The data can then be edited by an editor like the PASCAL editor. For instance, suppose you type a document on the PASCAL editor and you want to insert a VisiCalc model. You can develop your model using VisiCalc, then print it in the same way you normally would, but substitute a file name for the printer driver name. You now have a file that is the exact image of what the model would have looked like on paper and this file can load directly into the PASCAL editor.

The third advantage is that the drivers are user-configured into SOS using SCP which is supplied on a diskette with the APPLE III. Information on the use of SCP is supplied in the Standard Device Drivers Manual and in the APPLE III Information Binder which was sent to every dealer. Once a driver is configured into the system it becomes a part of SOS. If changes are made to a driver for fixing bugs or accommodating new features of a device, the user can reconfigure the new driver into the system. This makes upgrading very easy and inexpensive because it does not require any hardware modifications to the device. It is also possible for a user to conserve memory by having smaller drivers that have non-essential features removed. It is possible, for example, to have a large printer driver which can print graphics and a smaller one which can only print text, thus saving some memory on applications that do not require printed graphics.

In summary, with the Device Manager:

1. Any program can work with any device. The user no longer has to worry about the technical details of a device.
2. Data can easily be redirected to any device. A user can send data to the console, a printer, a file, or any other device without having to make any changes to the program other than the device name.
3. There is easy upgrading of devices to fix bugs or accommodate new features because the programming for a device is not stored in ROM.
4. There is adjustment to the users system configuration enabling the user to conserve memory by eliminating unnecessary features.

Next month we will discuss the fourth part of SOS—The Interrupt Handler!

Experimenters Corner—

Directing Data to Various Drivers.

This experiment can create a VERY impressive demo for your customers. You may want to become proficient with it and tailor it for your needs. It will demonstrate the real versatility of the III and show many interesting "tricks" that can be played because of the standard interface that SOS provides. If you discover any of these little "tricks" please let us know.

1. Boot VisiCalc and insert a formatted diskette.
2. Type in or load any VisiCalc model. The following key-strokes will develop a small model which is very good to show potential customers. However, it does not matter which model you use.

```
<-> <-> <I> <I> Equipment <-> / F R Cost
<I> / - - <RETURN> / R <RETURN> <->
<RETURN> <I> <-> Apple III <I> Disk
<I> Silentype <I> <I> Pascal <I> Mail List
<I> <I> Warranty <I> <-> / - - <I> <-> Total
<-> @SUM(D5 . D12) <RETURN> / G F $ > D5
<RETURN> 4690 <I> 545 <I> 350 <I> <I>
250 <I> 150 <I> <I> 395 <RETURN>
```

3. Move the cursor to the upper left hand corner of the model by typing > A1 <RETURN>
4. Type the command to print the model: / P F
5. Insert a formatted diskette in the internal drive.
6. Enter the name of a file instead of a printer: .D1/MODEL
7. And press RETURN.
8. Now type in the coordinate of the lower right corner of the model (D18 for the sample above).
9. And press RETURN. The model is then printed to the disk exactly as it would appear on paper.
10. Insert a copy of PASCAL1 in the internal drive and PASCAL2 in the external drive and boot.
11. Enter the editor by typing an E from the main command line in PASCAL.
12. When you are asked for a file name, insert your diskette in the internal drive and type the name of the model: .D1/MODEL
13. The model is loaded and you can use it exactly as if you had typed it in by hand.

What a tremendous selling feature!

Bryan Haas



Service Center

Service Proven Vital Factor In Business Purchase

As microcomputer competition intensifies, the dealer that survives and prospers will be the one who takes time to develop a strong service organization. This is especially true in the rapidly growing small business market.

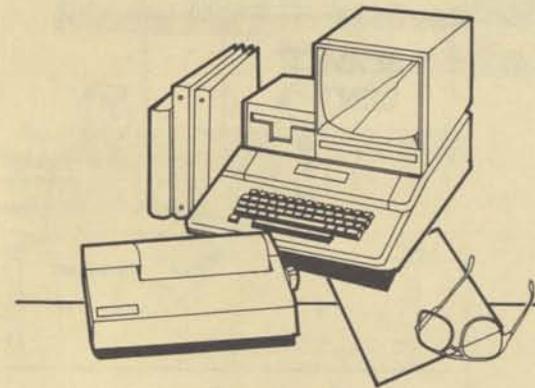
Soon businesses will rely on microcomputers in much the same way that they now depend on the copier and telephone. People will wonder how they managed without them. And as they now do with copiers and telephones, they will expect and demand prompt, reliable service. In fact, recent studies conducted by Decision Sciences indicate that service response time is frequently one of the two most important factors in the selection of equipment; the other factor being product reliability.

Many businesses, schools and government agencies now prefer on-site service agreements. These agreements generally run between one to 1½ percent per month of the total system price depending upon such factors as response time and failure rates.

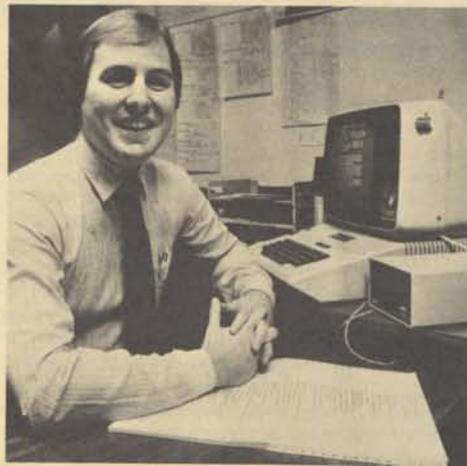
A growing number of our dealers that offer on-site service use the Apple Extended Warranty as the "core" of their own service agreement. For instance, if a customer were to purchase an APPLE II with two disk drives and Silentype he would pay \$557 for on-site service based on 1½ percent per month of the total system price of \$3,095. The dealer purchases the Extended Warranty from APPLE for \$140 and is protected by APPLE with module exchanges, parts replacement and software updates, plus reimbursement for repairs. The dealer simply adds value for on-site service, in this case \$417 (\$557-\$140), and sells the whole package, including the Extended Warranty, to the customer.

The emerging service industry gives you an excellent opportunity to increase your profits and to develop customer goodwill. It's also an opportunity to distinguish yourself from your competition.

John Sanders



APPLES Link College Students to Financial Aid



Two years ago Dan Cassidy had two APPLES in a back bedroom and a \$4,000 loan from his parents to finance his new business: National Scholarship Research Foundation.

Today Dan has 14 APPLES, 20 full-time employees and a business that already has grossed over \$200,000 in 1981, a 700% increase from 1980. He attributes much of his success to the flexibility and reliability of the APPLE. "I've never had a single APPLE breakdown—ever," says Dan. "And we run them 24 hours a day every day."

The National Scholarship Research Foundation provides a computer-based search for private financial aid for both graduate and undergraduate students. Dan began the company when he was caught in a common squeeze: too rich for traditional sources of college aid, too poor to cover tuition by himself.

With a little research and several applications, Dan amassed nearly \$20,000 in scholarships to pay his way

through the University of San Francisco, Yale University and graduate study at the University of California at San Francisco.

The free money enabled him to complete pre-med studies, earn a Bachelor of Science Degree in International Business and a Masters in Chemistry. (All he lacks for a doctorate in pathology is finishing his thesis. Medical school was postponed until his company "can stand on its own.")

Dan maintains more than \$140 million in scholarships went unclaimed last year because people didn't know they existed. Although some are way out—grants exist for convicted prostitutes, needy left-handers and for a student having a Confederate soldier for a great-grandfather—many are straight aid with no strings or few qualifiers.

Dan obtains the financial aid information from the government, books, inquiries to colleges and universities and from private individuals. Dan feeds the scholarship information to his APPLES and matches it to an applicant's qualifications. He charges \$40 for the search and the applicant pays only if the service turns up a match. Usually this is no problem: the typical applicant receives 20-50 listings.

Dan receives 250 requests per day for his service. Each applicant fills out a detailed questionnaire covering personal biography, schools, parents' affiliations, military record and career goals. Since President Reagan may slash 9.2 billion in federal student loans and scholarships in the next 5 years, the need for Dan's service—and his hardworking APPLES—will grow.

Dan plans to offer international services soon. Although Dan trained on mainframes, he's convinced APPLE is the way to go. He says, "I still haven't tapped the full potential of the APPLE. When I began my business I looked for a micro that could grow with me. APPLE is the one."

Not only is Dan convinced of APPLE'S quality, he's also certain of the value of doing business with an authorized APPLE dealer. He says, "I tried dealing with a computer warehouse. I saved a few dollars but I received no service, no answers to my questions. Now I buy at Infomax in Mill Valley. They're close, give me excellent service and always call back with answers to my questions the day I ask. Now that's service."

APPLE Foundation Publishes First Journal of Courseware Review

The Foundation for the Advancement of Computer-aided Education (formerly THE APPLE EDUCATION FOUNDATION) now publishes *The Journal Of Courseware Review*. Edited by Carolyn Stauffer, this quarterly publication covers the content, use and educational validity of various microcomputer programs.

The first *Journal* contains eighteen reviews written by recognized computer education authorities of APPLE II.

In future issues the *Journal* will review educational courseware resulting from the Foundation's grant awards. As the model grant programs are completed and made ready for publication, the *Journal* will announce information about their availability.

The dealer cost is \$21.00 in quantities of 5 with a suggested retail price of \$5.95. It can be ordered through:

Foundation for the Advancement of
Computer-Aided Education
P.O. Box 28426
San Jose, CA 95159

Twin Programmers Provide Double Image



APPLE'S two youngest employees come as a matched pair. Fourteen-year-old twins Keith and Craig Mortensen have helped develop graphics at the Foundation for the Advancement of Computer-aided Education (FACE) and for Profile, APPLE'S new hard disk storage device.

At FACE, the boys who are sophomores in high school, set up the screen shots for the recently published *Journal of Courseware Review*. *Journal* editor Carolyn Stauffer says, "Keith and Craig are fine artists, good students and dedicated to learning all they can about programming."

At the request of their junior high computer science teacher Bobbie Goodson, Carolyn employed the boys to enter data and to transfer material from cassettes to diskettes. They also stuffed and sealed envelopes which Keith admits "was the biggest problem on the job." But their eagerness to learn and obvious graphics talent moved Carolyn to have the boys assist with the technical side of the *Journal*. Carolyn says, "They're gifted at knowing what needs to be done and doing it."

The boys find it exciting to be around APPLES. In fact, they're so motivated they took an APPLE III on their vacation and according to Keith, "worked around the clock developing graphics for Profile." So far they've created 106 graphics compatible with APPLE II and APPLE III.

They've also made slide shows for the APPLE II and III shown at Computer Plus. One show depicts a journey around the earth that ends (where else) at APPLE headquarters on Bandy Drive, Cupertino, California.

They've turned a spare room in their house into a computer lab and their future plans include majoring in computer science specializing in computer graphic design.

Keith and Craig have come a long way since last year, when on the first day of class they spotted an APPLE in Mrs. Goodson's lab. Keith says, "It looked like an electric typewriter. First, I was scared to try it. But I learned."

That just might be the understatement of the year!

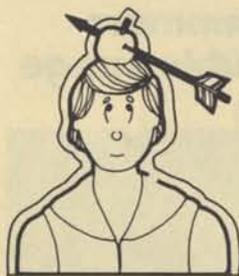
Murder Suspect Apprehended

In Olympia, Washington the police arrested a suspect in the murders of APPLE dealers Henry and LaVerne Rumberger (*Applesource* 18, April, 1981). Owners of the ABS Computer Center, the Rumbergers were killed Sunday morning February 23, 1981.

The current suspect was an employee at the Rumberger shop. Police found the stolen equipment in a warehouse. The arrest was made August 25, 1981 with bail set for \$500,000.

Detective Ron Schultz at Olympia offers these suggestions to thwart thieves:

1. Use only a top quality alarm system. Detective Schultz recommends two general types: "audibles" that set off an outside siren or "silent alarms" that ring directly at a police station.
2. Keep your surveillance cameras in good working condition.
3. Use deadbolts on doors and locks on windows. Invest in a secure door lock system.
4. Screen employees carefully. Be especially cautious in checking references of any employee to whom you give the keys to your store.



William Tells

Dear William,

I have heard it mentioned that it is possible to edit Business BASIC programs with the PASCAL editor. How is this done?

Editorial AI

Dear AI,

The first step is to put the program into a text file that the editor can read. Typing the following steps after booting BASIC will accomplish this:

1. **LOAD** <program name>
2. **OPEN** #1,<filename>
3. **OUTPUT** #1
4. **LIST**
5. **CLOSE** #1

Now you can get into PASCAL and edit the program. It may be necessary in the editor to set the Filling parameter in the environment to true.

Finished with your modifications? Turn the text file back into a BASIC program by booting Business BASIC and typing:

```
EXEC <filename>
```

Save the program in memory.

If you are considering converting an Applesoft program to Business BASIC, you can perform the following steps:

1. Add the following lines to the very end of your program (you may use different line numbers if there is a conflict).

```
62000 PRINT CHR$(4);"OPEN <filename>"
62001 PRINT CHR$(4);"WRITE <filename>"
62002 LIST
62003 PRINT CHR$(4);"CLOSE <filename>"
```

2. Now type **RUN 62000**
3. Now use the Text File Converter program supplied in the Dealer Information Binder to move the new text file from APPLE II to APPLE III.
4. You may now remove lines 62000-62003 and make any syntax changes to the program with the use of the PASCAL Editor.
5. And then, **EXEC** it into Business BASIC.

Dear William,

I have a customer who would like to develop VisiCalc models and then insert those into form letters. Is there a program available that will do this for him?

Putting it all together

Dear Putting,

I don't know of any that will work on the II but it can be done on the III without any program. Because the APPLE III PASCAL Editor and APPLE Writer III both work with SOS text files, you can edit any text file. To use VisiCalc, simply prepare your model, going through the same steps you would if you were going to output it to a printer, but instead, print it to a file...by specifying a file name instead of a device name. Now you have a text file that is the exact image of the VisiCalc model and precisely as it would appear on paper. You can now use this file just as if it had been created by the editor. (Check the APPLE III Experimenter's Corner for more on this procedure.)

Dear William,

There are several disks that I seem to be getting I/O errors on lately. Is there any way of making them work better?

Disk Avery

Dear Avery,

First of all, make a copy of the data. Diskettes do have a limited life. I/O errors can be an indication that you are reaching the end of the diskette's life. Copying the diskette will transfer just the data onto a new disk. If you have already done this and you are still getting errors, you may consider changing to a different brand of diskettes or buy diskette reinforcement rings which will strengthen the center hole of the diskette. You can often tell when a diskette is going to give you an I/O error before it happens because of the growling sound of the disk drive recalibrating. When you here this sound, simply flip the door open and closed quickly while the disk is spinning. This will often center the disk and correct the problem. However, be careful if the computer is writing to the diskette, or you may lose all of the data on the disk.

Dear William,

Since Business BASIC does not allow Peeks or Pokes, how do I make the Silentyper printer print graphics on a III.

Poke O. Hontis

Dear Poke O,

You are probably using an APPLE II Silentyper and don't know about the APPLE III Silentyper. The two machines are identical, with the exception that the III version comes with a driver diskette instead of an interface card. The Silentyper III Manual explains how graphics, boldfacing, character set changing, underlining, and other interesting commands are achieved. There is a copy of the diskette and manual in your APPLE III Information Binder. The kit to turn your customer's Silentyper IIs into IIIs is sold as part number A3M0013 with a retail price of \$35.00.

Dear William,

One of my customers would like to print out the formulas under VisiCalc III. He is familiar with BASIC but needs to know how the files are stored. Can you help?

Formulating a Calc-lusion

Dear Formulating,

Possibly. Basically, the formula in each cell is saved to the disk starting at the bottom left-hand cell of the model and scanning left to right from bottom to top. Each formula is preceded by a **GOTO** command exactly as it would appear if you had typed it in (>xyyy). The formula itself and the other formatting information is also stored exactly as it would be typed. In fact, you could type by hand the same information that comes off of the disk and reconstruct the model.

Here is a very simple program that will print the formulas at each location:

```
10 OPEN#1,"<model name>"
20 ON EOF#1 GOTO 100
30 PRINT"Location"; TAB(11);"Format";
   TAB(20);"Formula"
40 INPUT#1;A$
50 IF LEFT$(A$,1)<>">" THEN 40
60 PRINT MID$(A$,2,INSTR(A$,";")-2);
70 IF INSTR(A$,"/F") THEN PRINT TAB
   (11);MID$(A$, INSTR(A$,"/F")+2,1);TAB(20);MID$
   (A$,INSTR(A$,"/F")+3,LEN(A$));GOTO 90
80 PRINT TAB(11);"D"; TAB(20);MID$(A$,INSTR
   (A$,";")+1,LEN(A$))
90 GOTO 40
100 CLOSE#1
```

Line 40 checks to see if the line contains cell location. Line 60 prints just the location (the location is followed by a .).

Line 70 checks to see if the line contains any special formatting information and then prints the remainder of the line. Line 80 prints the remainder of the line after the cell location.

You should also advise your customer to read the last section in the VisiCalc Owners Guide which discusses the DIF format that VisiCalc III is capable of using. This is a proposed standard for data interchange and allows a fairly easy interface to BASIC.

Dear William,

Is it a secret? I can't find the answer to this one in any of your manuals. Many customers ask me, "How many pages can I save on a blank diskette using APPLE Writer?"

Secret Pagent

Dear Pagent,

No secret! Of course it depends on how FULL the pages are, but a typewritten page (8 1/2 x 11, single spaced) will hold approximately 2500 characters. Thus, a diskette will hold 140,000 divided by 2500 or about 56 pages.

Dear William,

There are many occasions on the APPLE III where the type-ahead buffer is very handy. There are other times when I could do without it. If I have typed in a string of information before the machine has accessed it, and I decide I would like to cancel what I have typed in, is there any way to do it?

Suffering from Buffering

Dear Suffering,

As a matter of fact, there is. It is well documented in the manuals. To 'Flush' the type-ahead buffer, you hold the CONTROL key and press the 6 key on the numeric keypad (the 6 on the regular keyboard will not work). This will dump any characters that have not been used by the computer and are still waiting in the type-ahead buffer. Flushing the type-ahead buffer is a function of the console driver. The CONTROL-6 is intercepted by the driver and is never passed to the program. This means that CONTROL-6 will work with ANY program that operates through the console driver.

While we are on the subject, the following are ALL of the functions built into the console driver.

CONTROL-9 Flushes output to the screen. The program continues to run but any future output to the screen is thrown away.

CONTROL-8 Toggles the display of control characters on the screen. This allows you to actually see exactly what is being printed, including RETURNS and LINE FEEDS.

CONTROL-7 Halts output to the screen. The program outputting information is suspended until CONTROL-7 is pressed again. This is a good way to freeze information that is on the screen so that you have time to view it.

CONTROL-6 Flushes the type ahead buffer.

CONTROL-5 Turns off the video display circuitry. This command is available only with the latest release of the console driver which comes in the APPLE III PASCAL system or in the Information Analyst 1.1 package. CONTROL-5 blanks the screen and allows the processor to run at its highest speed. This command is especially useful when compiling in PASCAL. Turning off the screen will decrease the compile time and the screen will reappear when the compilation is finished.



William Tells
c/o Linda Lyon,
Applesource Editor
10260 Bandy Drive, 4-E
Cupertino, CA 95014

Apple Dealer Advisory Council

What's on your mind? These gentlemen would appreciate hearing your concerns.



(back row...left to right..)

Steve Freidhoff
TEAM ELECTRONICS
Waterloo, Iowa
319/235-6507

Jim Gilligan
COMPUTER POST
Campbell, Ca.
408/866-6246

Len Simon
COMPUTER CITY
Brea, Ca.
714/996-0800

Bob Redmond
COMPUTERS PLUS
Alexandria, Va.
703/971-1996

Kirk Cervi
COMPUSHOP
Calgary, Alberta Can.
403/276-8906

Bruce Burdick
COMPUTERLAND
Overland Park, Ks.
913/492-8882

bottom row...

Dick Goodman
COMPUTER PLACE
Worcester, Ma.
617/755-5387

Billy Ladin
COMPUTER CRAFT
Houston, Texas
713/977-0664

Paul Rees
COMPUTERLAND
Brisbane, Australia
07 221 9777

Tom Geer
EMPIRE ELECTRONICS
Seattle, Wa.
206/244-5200

Peter Selden
BASIC COMPUTER SHOP
Akron, Ohio
216/867-0808

apples in education



APPLES Forge Friendships At High School

When a math teacher at San Diego High School loaned an APPLE to librarian Marilyn Stine, he expected it to be returned.

It wasn't. And if Marilyn has her way, it never will be. But the effects of that loan are noticed every day.

Marilyn says, "The APPLE is the best integrator I've ever seen. Kids who never would be friends sit down at the APPLE, play some games and get to know one another. Later I see them off campus sharing conversation, brought together by their common interest in APPLE."

Marilyn originally locked up the library's APPLE in its own separate room to protect it from misuse. As she says, "It was completely safe—no one could run it—or even touch it." Then she moved it to the corner of her desk and students followed with enthusiasm.

Marilyn says, "We've had no theft. The kids teach one

another how to use it." Besides their use in the library, APPLES are used in math and business courses at the high school which has 1,300 students and 80 teachers. The school also has a timeshare system but students prefer using APPLES. Currently the APPLE in the library is used mainly for playing games, but the school recently bought software to prepare students for the Scholastic Achievement Test. Marilyn also uses the library's APPLE to record overdue books and to take inventory of the school's textbooks—totaling 500 titles and 30,000 volumes.

Marilyn is so sold on APPLES she purchased one for herself from Alan Hemphill at Orion Computers in Poway, California. She says, "It's a great store. I got a good price and excellent service."

Sounds like APPLE is this teacher's pet, for sure.

Applesource

Volume 1 NO. 2

FEBRUARY, 1982

It's Appleblossom Time!

APPLEBLOSSOM is the 1982 buyer incentive program for education and it offers you and your customers an exciting opportunity. APPLE offers your customers a choice of exciting new packages of material in computer literacy, mathematics, and a host of other subjects, including packages for school administrators. These high quality packages are available FREE to your customers only when they make volume purchases of APPLES from you. Seven packages are available with retail values from just over \$400.00 to \$925.00. Each of the packages is worth a certain number of points, which customers earn by buying systems from you.

For the APPLE Dealer this may be the most exciting selling program APPLE has ever offered. Your customers can choose quality instructional materials free simply by purchasing two or more APPLE systems from you. Like the APPLE Seed Program, purchases must be made between February 15 and July 31, 1982. This is an extremely effective tool for you to close sales this Spring. Over 4,000 schools participated in the APPLE Seed Program last year. Many more wanted to participate and thought that APPLE would extend their July 31 deadline. We showed the educational world that we are serious about the dates, and this will work to your advantage this year. You will find that telling your customers that this offer really does expire July 31, 1982 is an extremely effective closing technique to make the schools move fast.

Let's talk about the effect of this program on customers who are trying to make up their minds whether to buy APPLE or some other brand. The software, books, and instructional materials we are offering here are of the highest

quality. Most of them are written specifically, and some ONLY for the APPLE. For example, the new material from Reader's Digest and *The Arithmetic Classroom*, from Sterling



Swift are both available only for the APPLE. *APPLE PASCAL: A Hands On Approach*, is written specifically for APPLE PASCAL, and is considered the best instructional book today on APPLE PASCAL. Such widely acclaimed games as *Master Type* and the *Game Show*, are available only on the APPLE. In fact, APPLE, as outlined in *SWIFT'S 1982 Educational Software Directory*, has the most and the best instructional materials by far of any micro-computer today. Customers that are thinking about buying other machines should be told to think again. With publishers such as McGraw-Hill, Reader's Digest, Addison-Wesley, SRA (which is a division of IBM!), and Harcourt-Brace all producing materials for the APPLE, there really is no other choice. In almost every case, the traditional educational publisher has recognized our commitment to education and our penetration to the educational market by producing materials for the APPLE.

Schools who want quality instructional materials in the future have no choice.

They must pick APPLE.

When the school says "I can't afford two or more Apples right now," APPLE-BLOSSOM is the powerful tool that will inspire the sale. Yet sometimes the school

is willing, but the money is weak. You have another tool that will let you close that sale anyway—the Apple Classroom Leasing Program. APPLE has designed a leasing program for state and local government and public school classrooms.

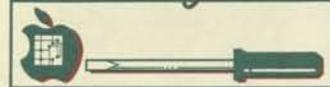
Now is the time to using it! If a school is thinking about buying one APPLE and says they don't quite have enough money to buy two, encourage them to lease two instead of buying one. They not only conserve on their own capital, but they get their literacy

(continued on page 8)

IN THIS ISSUE

It's Appleblossom Time!
 APPLE Saves Dollars At Pennys
 Erie Computer Discovers
 APPLE Leasing
 Product Training Paks
 Applexander Graham Bell
 Could This Have Happened
 In Your Store
 Service Survey
 Co-op Advertising At Its Best
 Dear William
 Information On The III -
 The Utility Manager
 What's The Pointe?

Service Center



Market Research Confirms It Again! Service Sells!

APPLE recently conducted a survey of first-time owners of APPLES and competitive systems to gain insight into their purchasing decisions. This research included shopping patterns, criteria for selecting the dealer, other computers considered and reasons these were not purchased, and criteria for brand selection. The survey also focused on the owner's evaluation of the system relative to his/her expectations.

During a three-week period, nationwide telephone interviews were conducted with 190 owners of seven different brands of microcomputers. With few exceptions, demographics of the seven user groups were similar—average age ranged from 36 to 41 years; average annual family income ranged from \$34,000 to \$37,000 and the education level was high.

The survey revealed that extensive shopping is done prior to purchase. On the average, five to eight different stores were visited over two to three months. Friends and business associates were represented as the major source of dealer awareness for most shoppers. This acknowledges that customers DO share their experiences with others.

Each interviewee was asked to rank 16 criteria which they considered important in store selection (which store will I BUY from?). The MOST important criteria? A GOOD SERVICE DEPARTMENT! SERVICE was ranked first among six of the seven user groups. SERVICE rated higher than "technical expertise," "convenient location," "best price" and "inventory of software programs."

When asked to rank the decision making factors in brand selection, reliability came in #1 and "ability to perform a variety of functions" was second. Tied for third were "AVAILABILITY OF SERVICE AND REPLACEMENT PARTS" and "value for the money."

Owners were asked to rate their computers on the same 16 attributes. APPLE owners rated their computers higher on "availability of service and replacement parts" than all other owners of competitive brands.

The message is clear. Your service department is a key element in your success. It is one of the top three factors prospective customers use to select which computer they will buy, and it is the number one factor these prospects use to determine if they will buy from your store or someone else's. Make sure you COMMUNICATE to your customers where you stand on SERVICE! 🍏

John Sanders

CO-OP Advertising At Its Best

Billy Ladin, owner of four ComputerCraft stores in the Houston area, knows how to effectively use his co-op dollars.

"This ad, 'In A Class By Itself,' is not a hardsell. I'm trying to build an image," Billy says. "I want people to know that we do more than just sell Apples," and this is exactly what comes across. The ad talks about the sales, the service and the follow-up support ComputerCraft provides.

Maintaining consistency is probably the #1 reason Billy achieves the recognition he wants for ComputerCraft from his advertising. This is why he uses the artwork from "In A Class By Itself" on a direct mail piece and on the 6000 postcards he sends to his customers. Billy has even blown-up the ad into

Applesource

Editor: Linda Lyon

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an educational software poster. Texans automatically associate the look of this ad with ComputerCraft stores. The consistent

approach is working. The bonus is that everything can be submitted for co-op reimbursement.

Where Billy advertises is equally important. He runs as much as one ad per day in each of six different Houston newspapers. He also buys drive time and prime noon hour spots on the radio. You can even find an occasional ComputerCraft ad in the Southwest edition of The Wall Street Journal.

And just how effective is this campaign? Well, people come into Billy Ladin's stores and say, "Billy, I see your ads everywhere!" 🍏

Lisa Fugitt



The Apple Computer is the Number One personal and business computer in the world. ComputerCraft is the Number One Apple dealer in Houston. We offer you the most for your money—service, as well as professional salesmanship. We help you choose the Apple system that best suits your needs—then we teach you how to use it. We offer 24-hour repair service and continuous Apple classes. We can show you how to expand your system as your needs grow. You know you want the best system. Be sure you get the best dealer. Call ComputerCraft today.

ComputerCraft
Apple Authorized Dealer

1980 Reed City
River Oaks Shopping Center
(713) 520-3130

3708 Chimney Rock
at Westheimer
(713) 840-8763

3222 Fairwood
at Richmond
(713) 877-0864

19615 Katy Freeway
at Springwood
(713) 827-1744

CO-OP Helpful Hints

1. When submitting your claim, write your eight digit APPLE dealer number in the upper right hand corner of the Co-op claim form. This is the number we refer to when figuring your accrual balance. It is the one you use when ordering merchandise from APPLE. If you have additional stores or are known by another name, please give us both.

2. Many newspapers, radio and television stations have staff people titled Co-op Coordinators. Seek them out. These people are skilled in co-op advertising and, more importantly, in co-op paperwork. They will gladly get you the proper documentation needed for submitting claims.

3. Mail your co-op claim directly to the Advertising Checking Bureau, NOT to APPLE. (Their address is on the claim form.)

4. Always use the ANA/RAB Radio/TV banner/ad affidavit form. Order these at no charge from your Dealer Price List, along with Apple Co-op Claim Form.

5. If the media you select or the ad you want to run needs prior approval from APPLE, send it in BEFORE you run the ad. This way you will have written authorization and will be assured of reimbursement.

6. Submit Family System ads separately from your regular ads.

Apple Saves Dollars at Penneys

This APPLE is part of an Energy Control System that saved the J.C. Penney store in Concord, California more than 30% in



energy costs over the past 12 months. The System was designed by George Dirth of Control Technology, and so was the small remote terminal which interfaces the APPLE to commercial application.

George purchased this APPLE from Jack Gott of Computerland in Concord, and says: "I will continue to purchase the APPLE from an authorized dealer so both my customer and I can count on the support." With the Energy Control System software, remote terminal and the APPLE computer, there is finally a refrigeration and HVAC (heating, ventilation and air conditioning) System that is not only effective, but pays for itself in two years!

George describes what he does as a pure, classical control system. What makes it special is that, instead of reacting to change, it watches a curve for the

temperature and makes change by predictions. Every 12 minutes it makes a judgment as to how much heat or cooling to use and optimizes the performance of the compressor, fans and heating units accordingly. It does this by much the same principle involved when one drives a car consistently at 55 miles per hour, thus operating the automobile engine more efficiently, which results in the use of less gasoline.

George has repeated the Penney's success with industrial



commercial refrigeration in the Bay Area. As Control Technology spreads, so will the APPLE. George is presently working on a home Energy Control System which will be available within the next year. 🍏

New "Apple Horizons" Education Seminar Available To Dealers

Many of you have expressed horror in dealing with demonstrations, applications, or giving hands-on seminars for educators. APPLE has developed a hands-on seminar solution for you to give to teachers, administrators and trainers that will speed up the buying process and allow YOU to close the sale. This seminar, called "APPLE HORIZONS", will allow even the dealer without any platform skills to give an education sales seminar. It has been designed as a sales tool for showing why the APPLE is the only computer that will really solve their problems. And, it will give them all the reasons and justification they need for buying APPLE.

"APPLE HORIZONS" consists of 160 slides, audio tapes for narration, instructor

guide and software for demonstration purposes to educators. This seminar has "hands-on" emphasis which will allow the educator to overcome any fear of the computer so that they will be able to really listen to the benefits of APPLE and how it can make them "more" effective. The seminar covers the introduction to the computer, how to evaluate hardware and software, education applications and why APPLE is the educator's best choice.

"APPLE HORIZONS" modular design will allow you to use any of the 4, 1-hour sessions independently of the others. Therefore, when a hands-on demo is required for any application, you'll be able

(continued on page 8)

Leasing



Keeping The Cash Flowing

For the last five years, Erie Computer in Erie, Pennsylvania used a leasing company other than Apple Leasing. "An Apple Leasing District Manager had approached us," explains Erie Computer's Manager, Doug Thurston, "but at that time we thought the rates were too high."

But Apple Leasing got their chance. "Alan Daniels, the Philadelphia DM, came by to tell us about the new lower rates, and encouraged us to give Apple Leasing a try." Also about that time, their other leasing company had declined a number of customers' credit, causing lost sales and embarrassment. (This is not to imply that Apple Leasing is lax about credit. However, the Credit Prescreen helps dealers weed out credit risks early.)

Cash flow is critical in today's economy, so Apple Leasing's fast service is particularly important. Doug finds Apple Leasing's response and turnaround time excellent. He sends the document package via Federal Express—"We're certainly willing to spend \$9.50 to get it there faster"—and usually has his check from Apple Leasing within two days.

Apple Leasing's good service is more than just speed and efficiency. It's personal contact. "We appreciate the fact that Al stopped by to talk about what Apple Leasing could do for us," says Doug, "and Roni Aument our VIP leasing expert, is very accommodating. We have good communication with Apple Leasing."

Erie Computer has discovered another advantage to Apple Leasing—it gives Apple Dealers a common base and further simplifies their business. "When a customer's credit has been approved by Apple Leasing, it doesn't have to be done again. If I can supply the equipment that another Dealer can't, we don't have to go through the credit approval process twice."

Of course, fast, efficient and friendly service is all very important but cash flow is just as important. Clearly, Doug has figured this out. He says, "We'll use any tool to increase the cash flow. Financing for leasing is one of those tools." 🍏



Dear William,

I have been having a real problem when I try to read from a text file under Applesoft on the II and draw a line graph of the data. I think my program is O.K. because I can print the data that is coming from the file and I can plot data that does not come from a file. But, somehow, when I mix the two, I get problems. Can you help?

READING between the LINES

Dear Reading,

When you plot data, BASIC keeps the location of the point it last plotted in memory locations 38 and 39. When you read from a file, DOS uses memory locations (you guessed it!) 38 and 39. You can avoid the problem by saving the memory locations before reading from a file, and restoring them after. This only involves the insertion of two lines in your program. Here is a sample program which reads data from a file and plots it.

```
10 DS = CHR$(4)
20 HGR
30 PRINT DS; "OPEN !file%"
40 PRINT DS; "READ !file%"
50 HPLLOT 0,0

60 T1 = PEEK(38) : T2 = PEEK(39)
   This line saves the addresses.

70 INPUT X,Y

80 POKE 38, T1 : POKE (34,T2)
   This line puts the data back.

90 HPLLOT TO X,Y
100 IF X+Y = 0 THEN 60
   Stop if X and Y = 0

110 PRINT DS; "CLOSE !file%"
```

Dear William,

I can't make the PASCAL III Filer list to my Silentype anymore. I could have sworn I was able to do it before. Has something changed?

VERY SILENType

Dear Very Silent,

Congratulations on your Profile purchase. I'll bet you have one. I'll also bet you have an old version of the Silentype Driver, and that is the problem. You can check the version number of your driver by booting the System Configuration Program and edit the Silentype driver. The last item displayed is the version ID number. This number should be 1.04 or greater. Version 1.04 is the latest and is available on the System Utilities diskette that comes with the System Software Package.

Dear William,

I have been approached by several worthy, non-profit organizations who would like me to donate APPLE equipment and software. I would like to help them, but can't. What foundations can I refer them to? What kinds of non-financial support can I offer?

For Profit

Dear For Profit,

There are several options to try. The MARKETING APPLICATIONS department of Apple regularly donates APPLES to worthy non-profit organizations to help spread personal computing and Apple's name throughout the world. If there is a possibility that putting an APPLE in a certain organization may offer good publicity for Apple, the ADVERTISING DEPARTMENT also has a program for donating APPLE's. Finally, if it is an educational institution that is interested in acquiring a machine, Apple has established the APPLE EDUCATION FOUNDATION. A word of warning: the Marketing Applications Department alone receives hundreds of requests a month for systems, and only four or five systems a month can be given away, so the organization must build a good case.

If you have an organization you feel would be a good place for an APPLE, have them state in writing which system, where it will go, how it will be used, how many and

what type of people it will benefit, and how the donation will benefit Apple or personal computing, and send it to:

Apple Computer—Marketing
Applications Dept.
Mary Ann Cole Mail Stop 1-P
10260 Bandy Drive
Cupertino, CA 95014

Dear William,

In past columns you have mentioned that it is possible to take advantage of the different character sets and other features of the Centronics printer by preparing a HELLO program that will output the special control characters before entering Apple Writer. Would it be possible to output these control characters from within Apple Writer so that I can change character sets and other parameters "on the fly"?

Control Versy

Dear Control,

Not directly, although I have heard of a program (I have never tried it myself) called the PROPORTIONAL TEXT FORMATER, which is said, (in the authors words) to "Bridge the gap between Apple Writer and the proportional text formatting capabilities of the Centronics 737/739." For more information contact:

James L. Osborn
Micro Media
Box 453
Arlington Heights, IL 60006.
(312) 392-5098.

Dear William,

I just got Apple Writer III. THANK YOU! It's great. I have one question. Since a CONTROL V is the command to imbed control characters, can I imbed a control V?

I'm a V-leaver

Dear V-Leaver,

You certainly can. I never use the CONTROL V command to imbed control characters; I have found an easier way. If you hold down the OPEN APPLE key, the high order bit of the character is turned on. Apple Writer does not recognize this as a control character because of the high order bit, but it will imbed it as a control character in the text. So from now on, just press OPEN APPLE—CONTROL—and the character you want (including CONTROL V).

Dear William,

I can not find a way to use the 40 column B/W or color capability of the APPLE III through PASCAL III, because I

can never switch into this mode. I have tried using WRITE and WRITELN to output the control characters necessary, but this doesn't work. What does?

A. Fourty Whiner

Dear Fourty,

The reason you cannot switch into 40 column mode is that the control character that signals the device driver to switch into 40 columns is the same character that is used by Pascal as a space compression character. This means that the control character and the character following it are converted, by Pascal, into spaces. This is documented on page 35 of the Standard Device Driver manual and page 207 of the Pascal Programmers Manual.

Here is the way around the problem:

UNITWRITE does:

PROGRAM DEMO;

PROCEDURE CONTROL
(NUMBER:INTEGER);

This is a general purpose routine you can use to output control characters.

```
VAR TRYIT:CHAR;
BEGIN
  TRYIT := CHR (NUMBER);
  UNITWRITE (1, TRYIT, 1, 12);
END;
```

```
BEGIN
  CONTROL (16);
  CONTROL (0);
  WRITE ('Press RETURN to quit: ');
  READLN;
```

and this program uses it.

END.

Dear William,

Many of my customers have been very concerned that APPLE does not use CPM as its operating system. How do we sell against other machines that support CPM?

See no gem in CPM

Dear See no,

First of all, an end-user (such as a businessman or educator) should NEVER have to be concerned with an operating system. The end-user should be concerned with the solution to a problem. If the machine solves the problem in the shortest amount of time with the least amount of effort, time and money, then it is the best solution, regardless of the operating system. Selling business people on CPM is like selling them on 40K of ROM or a Z-80 processor—as long as it gets the job done!

Program developers are the only people who should be interested in this type of operating system. In which case, you should find out the reason that CPM is favored. In most cases the choice is not ease of use or power, CPM is not significantly more powerful than DOS and it is less powerful than SOS. It is also harder to use than both SOS and DOS. So in most cases, the buyer will argue that CPM is the standard and there are more programs available for it. If this is the situation you now have four points that will kill any argument:

1. When making a standard operating system that will run on many machines you must sacrifice the advantages that the individual machines may have, such as full support of large memory, or joysticks, or interrupt capability or graphics. CPM is basically a vanilla operating system and must stay that way to keep standardization.
2. CPM programs are not as compatible as the user may think. For instance try to have him insert a CPM disk from one CPM computer into a different CPM computer. In many cases the disk won't even fit (an 8" disk will not fit in a 5 1/4" slot). Even if it does fit, it won't read. The standard means if the system you have is the same configuration as your other system, it will probably run if you: (a) download the program by connecting the two machines together or (b) manually retype the program.
3. This is a big one—**There are more Apple IIs with DOS than all of the CPM machines put together!** And you can take any disk from any of them and put it in another APPLE with the same configuration and it will definitely run. So which one is the REAL standard?
4. Another big one—The Z-80 card by MicroSoft will, for about \$400.00, allow you to run CPM on an APPLE. And, by the way, since the MicroSoft card was introduced less than two years ago, **IT HAS MADE APPLE THE LARGEST SINGLE INSTALLED BASE OF CPM USERS IN THE WORLD!**

Now, why would anyone in their right mind, buy a system because of CPM? As someone said several years ago, CPM is to software, what the S-100 bus is to hardware. He probably never would have guessed how right he would be.

William Tell
c/o Linda Lyon
Applesource Editor
10260 Bandy Drive, 4-E
Cupertino, CA 95014

Applexander Graham Bell

What does every business have in common? Communications. With the growing need for cost and time effective communication it should be no surprise that APPLES are popping up all over the world as the post office of Electronic Mail. Using the Micro-Courier Electronic Mail software package you and your customers can also take advantage of the world's largest resource, the telephone.

The "Grapevine", APPLE's first communication network, has been up and running for the last few months with tremendous success. Sales, technical and marketing information flows freely from Cupertino to Dallas, Chicago to Charlotte, even Boston to Cupertino. In addition to improving our communication and coordination among different offices, Micro-Courier is saving us time and the expense of printing, copying, and delivering documents.

J.C. Penney's has also started to discover the benefits of electronic mail. Penney's has been using APPLES with the Micro-courier package during the last few months in a number of their locations and has just started to discover the power, flexibility and cost efficiency of an electronic mail network. Six regional offices use Micro-Courier and APPLES to send sales reports to their accounting offices at night, when the telephone rates are low. Other companies, both large and small, are starting to discover the effectiveness of Electronic Mail systems.

Why not join the growing world of Electronic Mail supporters? Order a few copies of Micro-Courier—one for the store and a few to sell, and start your own post office. More and more companies are using personal computers, thanks to you. Take a few minutes to call your customers and tell them how Electronic Mail can benefit them. If they have more than one APPLE in their business, then they are prime candidates for Electronic Mail and Micro-Courier.

P.S. For the growing world of TWX™ users, there is now a low cost alternative to the noisy ASR-33 teletypes. Micro-Telegram allows users to access the Western Union™ services, worldwide. Mailgrams, money transfers, telegrams and twx's can all be handled efficiently using the APPLE II and Micro-Telegram software. For more information on both Microcom products contact your area sales representative or local sales office.

Lee Collings

More Key Information On The APPLE III—The Utility Manager

The fifth part of SOS, THE UTILITY MANAGER was designed to make it easier for programmers to write programs for the III that are very user 'friendly', and to help eliminate many difficult programming problems that occur when a programmer wishes to make the computer perform several small functions at once. The UTILITY MANAGER performs three functions. First, it provides an interface to devices which are a part of the APPLE III, but who's functions are small enough that a device driver is not required (like the joysticks). It also provides access to all of the functions that do not logically fall into the other parts of SOS (like the cold restart of the machine which clears memory and reinitializes the APPLE III). Finally (and possibly most important) it gives the programmer access to the "EVENT MANAGER".

The EVENT MANAGER lets SOS keep track of what routines are executing in memory and allows the programmer to assign priority to different routines that must be executed. This is an important feature because the APPLE III is interrupt driven (see last month's article). There are many times on the APPLE III when several interrupts may be occurring at the same time. In many cases interrupts can be handled very quickly, for example an interrupt from the keyboard should cause the computer to simply accept the key, store it in the keyboard buffer area, and return back to what it was doing, a very quick operation. When a printer generates an interrupt, normally all that is required is to take a character from the printer buffer, output it to the printer and then return to what it was doing (again, a relatively fast operation).

Often, however, situations occur with most devices that require more attention than normal. In some cases, for example, typing a CONTROL-C on the keyboard is a signal to the program to save all outstanding data, close all open files, and halt execution of the program. This requires special handling. Or, when a printer runs out of paper, it may be desirable to notify the user in some way. These special situations are called 'EVENTS' on the APPLE III. Since 'EVENTS' normally require more time to handle than typical interrupts, it is often undesirable to have all the other activities of the computer tied up while the special Event is being handled. Let's assume, for example, that a user has connected a special device to the APPLE III which is monitoring a scientific experiment that is very critical. When an

interrupt occurs from this device, the user wants to be sure that attention is given to the device immediately. It is very important that this device does not wait. If the user is also printing the results of the experiment on a printer and the printer runs out of paper at the same time that the experiment requires attention, we certainly do not want the computer to waste time notifying the user that the paper has run out before it clears up the situation with the experiment. In other words, we need some way of telling the computer which EVENT to handle first or a way of 'Prioritizing' EVENTS. The EVENT MANAGER does just that.

When a special event occurs the device driver that discovers the event tells the EVENT MANAGER the location of the program in memory that will take the necessary steps to handle the event. This program is called the EVENT HANDLER. The device driver also tells the EVENT MANAGER what priority the event has. The priority of an event is a number between 0 and 255, the higher the number the higher the priority. In the above example, for instance, the device driver, upon receiving an interrupt from the experiment, sets up an event telling the EVENT MANAGER where the routine was that will give attention to the experiment, and assigns a fairly high priority of 20. Upon receiving the interrupt from the printer it sends the EVENT MANAGER the location of the paper out routine in memory and assigns a relatively low priority of 10. When the EVENT MANAGER receives this information from the drivers, it saves it in a table in order of priority. When an interrupt occurs, the table is checked and the events are executed in order of priority. After an event is executed once, its entry is removed from the table. In the example above, before SOS returns control to the program it scans the EVENT table and first executes the event with priority 20, which takes care of the experiment, it then sees and executes the event with priority 10, the paper out event. In this way the user can be assured that the events will be executed in their proper order. There is one other aspect of the EVENT MANAGER which gives the main program the ability to keep events below a certain priority from being executed. This is called the EVENT FENCE. The EVENT FENCE is simply a pointer into the EVENT TABLE which allows events of higher priority than the fence to be executed and

events below to be held until the event fence is lowered. The users program can move this EVENT FENCE anywhere in the range of 0 to 255. An EVENT FENCE of 15, for example, will keep all events of priority 15 and below from being executed until the event fence is lowered. In this way the main program can lock out the paper out function until it performs any other necessary operations.

One way the the EVENT MANAGER is being used today, is by the CONSOLE DRIVER when it is used through Business BASIC. When a CONTROL-C is typed on the keyboard, an event is established which sends the EVENT MANAGER the address of the routine that halts the BASIC program that is running. This feature provides the user with the ability to interrupt a BASIC program even if it is in the process of executing a machine language subroutine. This is not true of most other machines including the APPLE II. If it is necessary to complete an activity before allowing the program to be interrupted, the user also has the option of raising the EVENT FENCE above the priority of the CONTROL-C Event, and the CONTROL-C will not be dispatched until the EVENT FENCE is lowered again, either by the machine language routine or by BASIC.

We have been examining SOS in this column for the past few months. It is my belief that SOS is THE single most important feature of the APPLE III and, once the differences become more obvious to the general public, it will be the biggest selling feature of the III. SOS is what makes the III more than just a 'souped-up' II. It adds a completely new concept to the micro-computer industry. In summary, we have discussed that the main function of SOS is to control or monitor all of the activities that occur inside the APPLE III and make the APPLE III very easy for programmers as well as end users to use. SOS works as a middleman, bridging the gap between the machine and the user. The main difference between SOS and other micro-computer operating systems is that SOS is a complete operating system controlling every aspect of the machine, not just a disk operating system, controlling the storage and retrieval of files to mass storage devices.

As we have mentioned, SOS consists of the following five parts:

1. THE MEMORY MANAGER—Which helps to manage all of the APPLE III's memory. Allocates and deallocates

storage to programs as it is needed. MAIN BENEFIT: Allows programs to acquire and release memory in a safe and controlled manner. Various memory configurations can be used with no program modifications.

2. THE FILE MANAGER—Manages the storage and retrieval of files on mass storage devices. Most other micro-computers operating systems consist ONLY of this part. SOS's File Manager also adds many features that other operating systems do not have, including the hierarchical file system which allows SOS to handle mass storage units as large as 32 Megabytes with a minimum of overhead! MAIN BENEFIT: Large mass storage devices are very easy to use and the use of pathnames allows a user to organize his data and easily access any piece of information of large mass storage devices with little effort. Many different mass storage devices can be used with no modifications to programs.
3. THE DEVICE MANAGER—Acts as a middle man between programs and I/O devices. All data that is sent or received from a device first passes through the Device Manager where it is custom tailored by programs called Device Drivers. Data is always transferred between devices and programs in the same way. Data sent to a printer is

sent in the same way it is sent to the console, which is the same way it is sent to a disk file. This standard makes the APPLE III completely device independent. By preparing a device driver for an individual device, any device can be used on the III with any program. MAIN BENEFITS: Any device will work with any program! No more worrying about whether a device is serial or parallel, whether it generates line feeds after carriage returns, whether it is plugged into slot 2 or 4, etc. Device drivers can be configured by the user, so if a user chooses not to use a certain device, or not to use certain features of the device, it does not consume memory.

4. THE INTERRUPT MANAGER—Controls all interrupts that enter the system. Handles the saving of the programs environment and the execution and return from the users interrupt handler. MAIN BENEFIT: Computer time is never wasted waiting for a device to be ready to send data, while the computer is waiting for a device it can be performing other activities. User time is never wasted waiting for the computer to be ready to accept data. While the computer is executing a program the user can enter the next line of information by just typing on the keyboard. Allows several things to be done at

once, such as printing to a printer, accepting information from the keyboard, and saving data to a disk drive, all at the same time!!!

5. THE UTILITY MANAGER—Provides easy access to the devices which do not require device drivers (like joysticks). Provides control of the EVENT MANAGER, which allows the programmer to prioritize several 'EVENTS' or machine language routines in memory that must be executed in order. MAIN BENEFITS: Allows more important interrupts or devices to be handled first, so that they will not have to wait while less important operations take place.

I challenge anyone to find a micro-computer which allows more versatility, ease of use, and power than an APPLE III and SOS.

The information given in the last few articles on SOS will help you understand, sell and support the APPLE III. Remember, SOS is there to make the user's life easier and more productive. We have explained how it works, but just as it is not necessary to know how a car engine works in order to drive one, it is not necessary to fully understand the internals of SOS in order to achieve the benefits it provides.

Next month we will move on to the next topic: BUSINESS BASIC. 🍏

Bryan Haas

The Question: Could This Have Happened In Your Store?

The following is an excerpt from a letter recently received at APPLE.

"I positioned myself as:

1. A senior management person who was overwhelmed/harassed by paperwork aspects of job and desperate for a solution.
2. Felt a personal computer was a solution but, was somewhat intimidated since I had no direct experience with one.
3. Specifically wanted to look at the APPLE III. The cost was not a critical factor, my sanity was!

Sales response was as follows:

1. Was interviewed at a desk for 20 minutes regarding "my needs" (I suggest all interviews be conducted at the machine so a relationship can be established immediately—scrap the desks!)

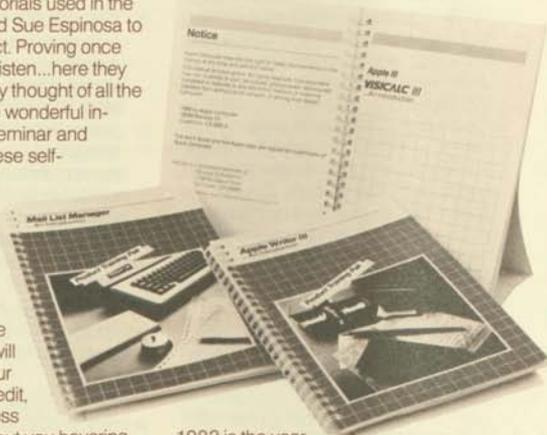
2. Was sold on features such as (1) Pagination, (2) Scrolling, (3) VisiCalc, and (4) 80 Character Column Display with no explanation of how they related to me. (All this actually succeeded in enhancing my fear.)
3. Was "sold off the III". Told that the II was a better machine for me ("more software", "better word processing", "less money" etc.). When I asked why anyone would buy a III, was told, "more memory" (although no layperson could ever have identified with what that meant).
4. Had to ASK to touch the computer. The salesperson did not participate, but left me to punch-up pre-recorded demonstration program (which meant absolutely nothing to me).

5. Next step (when I explained I wanted one but still needed convincing; I mean, I still didn't know how or if it could help me). "Why don't you come to one of our lunch hour seminars? Get here early though because we get between 30 and 40 people."

Could this have happened in your store? Call your area sales office to find out the APPLE COR schedule. Thanks to COR, APPLE's sales training workshops, these disappointing experiences are happening less and less. More than 200 people have already gone through the course and there are approximately 20 classes a month being taught all over the country. 🍏

Here They Are! Product Training Paks

Last Spring, at APPLE Expo, dealers who experienced the tutorials used in the hands-on rooms begged Sue Espinosa to create them as a product. Proving once again that APPLE does listen...here they are! Now, have you really thought of all the ways you can use these wonderful instructional tools? In all seminar and classroom situations, these self-paced tutorials make order out of chaos. Students move ahead by themselves, leaving you free to give more individualized attention to someone who needs it. They make learning so simple. You will marvel as you watch your customers create files, edit, save, load and print in less than an hour. AND, without you hovering over them. Encourage your business customers to try them. They will order dozens for employee training at their company.



1982 is the year for HANDS ON WORKSHOPS; PTP's from APPLE will make them come alive!



Linda Lyon

What's The Pointe?

The Pointe in Phoenix was the site for the third Dealer Advisory Council meeting. February 7-10 twelve dealers from the United States and Canada met with twelve APPLE people in the Arizona sun to discuss the challenges ahead. Why not give one of the following a call? 

Dealer Advisory Council

Bruce Burdick
ComputerLand
10049 Santa Fe Drive
Overland Park, Ks. 66212
(913) 492-8882

Steve Freidhoff
Team Electronics
2750 University Ave.
Waterloo, Ia. 50701
(319) 235-6507

Billy Ladin
Computer/Craft
3211 Fondren
Houston, Texas 77063
(713) 977-0684

Bob Redmond
Computers Plus, Inc.
6120 Franconia Rd.
Alexandria, Va. 22310
(703) 971-1996

Peter Selden
The Basic Computer Shop
2671 W. Market Street
Akron, Ohio 44313
(216) 867-0808

Len Simon
Computer City
2700 E. Imperial Hwy.
Brea, Ca. 9221
(714) 996-0800

Tom Geer
Empire Electronics
616 W. 152
Seattle, Wa. 98166
(206) 244-2500

Andrea Goodman
The Computer Place
11 Harvard Street
Worcester, Ma. 01609
(617) 755-5387

Seymour Merrin
Computer Works
1439 Post Rd. E.
Westport, Connecticut 06880
(203) 255-9096

Howard Cracower
Compu-Group Business Systems
2255 Sheppard Ave. E. #136
Toronto, Ontario, Canada M3J 2N9
(416) 499-2900

Rick Inatome
Computer Mart
560 W. 14 Mile Road
Clawson, Michigan 48017
(313) 288-0040

Sarkis Kouzoujian
Computerland of Los Altos
4546 El Camino Real
Los Altos, Ca. 94022
(415) 941-8154

Appleblossom Time

(continued from 1)

program started faster. Schools that are trying to stretch dollars will appreciate you reminding them and getting them quotes on leasing systems. And you will be paid faster (much faster) on leases. The lease on two fully configured APPLES is under \$300.00 a month. There is probably no school for whom this is not a tempting offer. Be sure to use this tool when presenting the APPLEBLOSSOM program.

Many of you have called us expressing your concern about late deliveries with APPLESEED. We recognize that we failed to perform adequately on the delivery end in that program. A system is in place this time to assure that those problems will not happen again. Within two working days of the receipt of their application, a school will receive confirmation of their order. This confirmation will give them the approximate date the packages that they chose will be shipped. If, for some reason, the application is not accepted, the customer will receive an explanation. A special phone number is available for you or your customers to check on such things as status of an application or shipping date. In addition, the APPLE Regional Offices will be fully informed as to the status of every application in the program on a bi-weekly basis. So please proceed to sell with confidence that we will deliver ON TIME.

APPLEBLOSSOM provides the quality and instructional materials that schools demand and appreciate. It incorporates major publishers that schools have come to depend on for quality materials in other areas. Apple Public School Leasing Program gives them the means to get those two or more, even if funds are low. For your very large customers who are looking at the competition, you have a powerful incentive to inspire purchasing from you. The more APPLES they buy, the more free software they get. This is something none of your competitors can match. The end result? APPLEBLOSSOM will keep you and us #1 in the education market! 

Glenn Polin

New "Apple Horizons"

(continued from 3)

to deliver it quickly, easily and professionally with the end result of a SALE!

"APPLE HORIZONS" will be available to you at the cost of reproduction for the materials used. Notice of exact price and ordering information will be included in an

upcoming dealer mailing. You've asked for a comprehensive education seminar program from APPLE...here it is; take advantage of it. Watch future dealer mailings for details. 

Jon Covington

Applesource

VOLUME 2 NO. 5

MAY 1982

Training and Sales, A CORrelation!

How many times have you tried to analyze a lost sale? Everything seemed to be in place...you discussed configurations and rattled off information comparing the APPLE line to its competition. You told the customer everything they should know and still they left without the ring of a cash register. What went wrong? Sales people from all regions have been discovering that COR (Customer Oriented Retailing) training can CORrect this situation and save that sale.



EAST

Ray O'Keefe, a salesman at ComputerLand in Buffalo, New York, was disillusioned. As Ray explains, "I had studied and educated myself with the APPLE products but I knew there was something missing. I just couldn't quite close the sale."

After taking COR in January, Ray has done nothing but make sales. Ray credits COR for the sales techniques he learned. "COR was terrific! They presented a program that WORKS! Whereas before I was selling about one system per week, I am

"Whereas before I was selling about one system per week, I am now selling one system per day! I even sold four computers in one day!"

now selling one system PER DAY! I even sold four computers in one day!"

"The insight that COR gave me taught me not to let anything go by. In addressing and verifying my customer's needs, making it clear what they are looking for, I don't lose a sale to faulty communication." Whether Ray makes the sale on the spot or gives a quotation, his customers always leave saying, "You have answered all my questions!"

As an avid songwriter and painter, Ray would like to build his family a home where he can let his creative talents flow. With his added sales, it looks like construction should be beginning soon.



CENTRAL

Chris Kline, Director of Sales and Marketing of Forsythe Computers in Clayton, Missouri, was so impressed by his sales metamorphosis after COR that he has sent all six of his sales people. "I was very excited by COR.

It gets a lot of things in the selling process. COR brings everything into perspective. In the last year we've nearly doubled in size, COR is part of our success."

Chris has further enhanced the COR system by developing reference sheets on Visidex for himself and his sales personnel to brush up on the techniques and the COR worksheets. COR has become so integrated into the everyday lives of the sales people at Forsythe that many of the terms have actually leaked into their daily sales conversation. "COR has become a part of our vocabulary around the store. You will hear the sales people saying to each other 'Did you COR that person?'"

Chris admits that the COR approach is a powerful, professional tool that can be used to move merchandise in any market. "We use the COR process in everything from day to day traffic to national

"In the last year we have nearly doubled in size, COR is part of our success."

accounts. It is a useful approach for everyone."

Chris is also one of the many Bank on APPLE winners. He enjoys these incentive programs and is anxiously awaiting the next big contest. Aside from work, Chris enjoys squash and the theater, a combination that keeps him on the go.



WEST

Roxanne Anderson of Rocky Mountain Computers in Farmington, New Mexico, has seen a dramatic change in her sales techniques and in the response from her customers since her COR class last December. She explained, "The selling situation in a computer store is unique. You are

"Before COR I had not really had a good sale, I did not know how to approach people."

talking about thousands of dollars and it takes a lot to convince people the

(continued on page 8)

In This Issue:

Competitive Information—
The Critical Edge
Training and Sales, a CORrelation
Servicing Your Business Customer
The Best of Co-op
Who's Who On The Dealer Advisory Council
Apple Dealer Advisory Council
Logo: A Computer Language for Everyone
Be Rich and Famous
Profile: Expanded Storage Capacity for the APPLE III
Applebet Soup
William Tells



Servicing Your Business Customer

More personal computers are being sold into the business community each day. Every sale represents opportunities as well as challenges! The opportunities are many faceted: software additions, peripheral sales, and referrals from satisfied customers. The challenges are just as diverse: training, installation, checkout, and those of Service and Support to neophyte users who expect to just press the buttons and have the knowledge of the world immediately at their fingertips.

Let's see how the Service and Support expectations of the business user could affect your operation. Most business users expect on-site service for their equipment but this type of service is not usually found in the retail operation. On-site service requires a commitment from the retailer to provide a specified response time, a principal period of maintenance, reasonable service rates, and a quality fix. The response time, the time between receipt of the service request and the time

your technician responds, will vary from user to user, but generally will depend upon the application. A small business that is using the equipment to run their daily operations will require a fast response, whereas a manager just using VisiCalc may be satisfied with next-day service. You must know your customer and set his expectations right from the very beginning. Don't assume that everyone requires four hour response time; applications usage is the key for your quoted response time. Find out what it takes to satisfy your customer.

The principal period of maintenance is very important to you and the customer. Typically this would be week-days from 9 to 5. However, some customers may request extended hours of service. If you don't specify what hours you will service the equipment, then you're sure to be called upon at some bizarre time of the night, on weekends, or during holidays. If you have contracted for that kind of extended service coverage, then everything is all right! Once again, set the expectations right up front. Don't let your customer assume that service is available when it really isn't your intent to provide it.

Reasonable service rates are based, among other things upon the expected number of calls that you feel you will make during the life of the contract. These contracts are usually written with a flat rate, annual charge with billing either up front or on a monthly basis. That rate is also

heavily weighted by other factors, such as distance to the site, required response times, principle period of maintenance, the cost of spares, and your other basic overhead expenses. Remember, if you quote a rate that is too low, an entire month's or even year's profit can go into a single service call. The rate should be profitable for you and perceived by the customer as having real value.

A quality fix means fewer callbacks for both you and the customer. That translates directly into profits for you with the bonus of a satisfied customer who will quite likely refer others to your store. In order to maximize the probability of a quality fix and minimize callbacks, tested spares must be available and the field tech must be fully trained.

On-site service is a commitment from you to your customer. Are you ready, willing and able to allocate the resources to make that commitment? The additional revenue produced from on-site service has more than financed the operations of many dealers. Often it has assisted in providing dealers the resources required to bootstrap other support functions.

Let us hear your success stories about on-site service. Your experience will benefit others just entering into that critical portion of the support business.

Walter K. O'Dowd
Service Support Manager

information on the features of the IBM Personal Computer and how it compares with the APPLE III. APPLE's New Product Information Binder for the APPLE III (December 1981) contained detailed feature comparisons. Our national ad "You've Seen Their First Generation—Now Look at our Third Generation" also compared the APPLE III with other professional personal computers.

While feature comparisons are meaningful to you, the computer professional, they don't mean much to your professional and business prospects. Solutions are much more important. The customer wants to know which computer does his job better.

The fact that the IBM Personal Computer has a 16-bit microprocessor makes virtually no difference to the user, relative to the APPLE III. The speed of both in common applications is nearly identical. The January '82 BYTE benchmark test results summarized it well: "Surprisingly, IBM BASIC is not much faster than its 8-bit counterparts." "...it is obvious that the

IBM microcomputer does not gain a speed advantage from its memory access—the 8088 processor has to get memory one byte at a time, like the 8-bit 6502 and Z80."

Let's learn to communicate some everyday differences to Joe Customer.

Having a Large Workspace in the Computer—The APPLE III is expandable up to 256K memory in a full user configuration of up to three disk drives, a printer, and even more devices. Because the IBM computer uses its expansion slots for both memory additions and for device interface cards, it cannot provide as large a workspace size. How does the difference show up for users? Well, larger VisiCalc models can be created on the APPLE III. Also, more program codes can be loaded into memory so that similar applications may run faster on the APPLE III.

Finding Information in Large User Files—On the APPLE III you can use the SOS pathnames for naming files.

(continued on page 3)

The Critical Edge

(continued from page 2)

This allows you to locate information within very large files. For instance, if a business person wanted to find a consumer reply letter he'd written with Apple Writer to a Mr. Jones in a certain state, county, and on a particular topic, he could locate the letter easily with a pathname something like /APPLWRIT /TOPIC3/CALIF/SCLARA/JONES (see Apple III article, April issue of Applesource). Now you see why the APPLE III with SOS supports hard disks and IBM using PCDOS does not.

Not Having Problems with Different Software Using Different Slots—

Ever have the problem of using two different applications on a computer, where one application expects to find the printer card in slot #1, whereas another application expects to find the card in slot #3? You know what happens—you have to turn off the computer and switch the card when moving from one application to another. Not so with the APPLE III! On the APPLE III, the applications programs call out the peripherals (such as a printer) by "name"—and the SOS driver takes care of linking that call to the correct port or slot. Hence the applications do not depend on slot use; a really convenient feature! The IBM Personal Computer doesn't have this capability.

Being Able to Merge Outputs of Different Programs—

On the APPLE III, you can create a memo with Apple Writer III, put a sorted PFS report into the text, and then finish your memo with a VisiCalc model's results of your analysis. You can put all these different types of outputs into a single document, a single computer file! SOS's common file format for all applications software makes this possible. Challenge the competition to do the same!

Optimizing the Computer for the User—

Try running APPLE III Business Graphics on a 128K APPLE III and then doing the same thing on a 256K APPLE III. The same program, doing the same thing runs much faster on the 256K APPLE III. This is an example of SOS's memory management in action. SOS automatically determines how to use the available memory to its advantage. In the case of APPLE III Business Graphics, it places more program in main memory (rather than on disk) so that the program can run faster. Challenge the competition on this!

In summary, we welcome the IBM Personal Computer to the market that APPLE created. IBM has innovated, and is the first to use a 16-bit microprocessor. But hardware is a small part of what a personal computer is; APPLE provides SOLUTIONS for everyday use. The APPLE III soft-

ware, in particular, is very advanced relative to competitors'. Challenge the competition on the simple everyday differences we've shown you and we think you will find the APPLE III has that critical edge!

Dale Ross
Sales Development

APPLE III and IBM Personal Computer

DIFFERENCES WHICH BECOME APPARENT TO USERS IN DAILY USE

Feature	APPLE III	IBM Personal Computer	Comments
Expandability	4 internal expansion slots. NOTE: these are not used for memory expansion, disk interfaces, display interface, or Si-lentype interface.	5 internal expansion slots. NOTE: one slot is used for each 64K memory expansion, one slot is for an async comm card in each standard configuration; one slot must be used for the display interface; and one slot is used for each pair of disks.	APPLE III has so many built-ins that its 4 expansion slots really give it "room to grow".
Memory Size	Standard: 128K Maximum: 256K 5MB ProFile Hard Disk Available.	Standard: 64K Maximum: 192K in useable configurations.	APPLE III starts with a larger standard memory size and has a larger maximum useable memory.
Operating System Features	APPLE's SOS Operating system allows interchange of data and text among applications and also manages the APPLE III user memory to optimize use.	IBM's PCDOS is a disk-oriented operating system—an evolution from other DOS systems and CP/M.	APPLE III's SOS provides an opportunity to develop highly integrated applications and to have immediate inter-applications conversation capability. Also provides ease in expanding the user's system to new peripherals.
Keyboard	63-key sculptured keyboard plus numeric pad.	96-key detachable board plus numeric pad.	APPLE III keyboard is simple. IBM keyboard is large and can be confusing to user.

Competitive Info The Critical Edge

With so many new products, it takes more work than ever to create knowledgeable presentations for customers. You have asked for help in comparing the APPLE II and III with the competition. So here it is! This series will deal with our competitors.

The new 16-bit personal computers have been generating questions, particularly the IBM Personal Computer. Others that will be on the market later this year are Tandy's Model 16 computer and Fortune's 32:16 computer. Rather than trying to discuss an array of competing products in one article, we will focus on one product at a time.

APPLE III vs IBM

You've already seen a great deal of



Dear William,

In past columns you have mentioned that you favor the BARCO monitor for use with the APPLE III's RGB video output. Since I run my entire dealership based on what Dear William tells me to do, where can I get BARCO monitors?

BARCOing up the wrong III

Dear BARCOing,

Unfortunately, I have not had an opportunity to test more than a few RGB monitors, so I am not an expert on the subject. I do know that the BARCO does an excellent job on the III and is the main monitor used by APPLE at trade shows. To get one you should contact Barco's National Sales Office:

Elector Systems, Inc.
5128 Calle del Sol
Santa Clara, CA 95050
(408) 752-1223

Dear William,

I have discovered that the Thunder-clock on the III will not timestamp files. Is there any clock that will?

Time Zone

Dear Time Zone,

Since SOS is responsible for reading the time and timestamping the files, and it reads the time from the internal clock, no clock that plugs into the APPLE III's expansion slot will have the ability to timestamp files. I do have two suggestions for you though:

1. Even if you do not have a clock, you may enter the time and date in the normal fashion through BASIC, Apple Writer, PASCAL, System Utilities or many other applications programs, and the date you

enter will be held as long as you leave the power on. The date and time you enter will be used for timestamping files. Obviously this does not provide accurate time keeping, but it does provide you with a means of manually dating your files.

2. Another solution is to install the APPLE's internal clock. That's right, the clock chip is available! Not from APPLE, but from many electronic part suppliers. The chip is a National Semiconductor 58167A. This will keep great time as long as the power to the system is always left on (which isn't such a bad idea anyway).

Dear William,

My customers are begging for a 3270 emulator. Does one exist?

IBMulator

Dear IBMulator,

Because of the basic difference in transmission standards, APPLE's have not been able to interface with the IBM 3270—until now! Thanks to the ingenious efforts of the people at Micro Plus a 3270 Emulator exists for the Apple II. For more information contact:

Micro Plus
14 N. 8th St.
Minneapolis, MN 55403
(612) 375-0320

Dear William,

I am using a Centronics printer with a UPIC card on my III. Because Apple Writer is set up to use the Qume as the output device, I must change the printer destination to PARALLEL every time I re-boot the system. Is there any way of making PARALLEL the default?

& QUMEid

Dear . & QUMEid,

Sure. Apple Writer III gives you the ability to save the printer configuration to disk by typing control Q and a 4. If you save the configuration under the name .D1/SYS II it will be used when the system is booted.

Dear William,

There are many lower case adapters on the market today, but I have not seen any which will allow you to use the shift key on the keyboard without soldering wires and voiding the warranty. Is there a way to make the shift key mod on the Apple II without voiding the warranty?

MOD Squad

Dear MOD Squad,

Here is a nice clean way of making the modification on the Apple II without having to solder. Many consumer electronic stores sell small IC test probes, called Micro test clips, that consist of a long tube with a small metal hook that extends out when squeezed, and can be clamped onto one pin of an IC. Using these probes you can clamp one end onto pin 24 of the vertical pins that connect the encoder board to the actual keyboard (second pin from the right). The other end of the clip goes to pin 1 of the IC in position H14 (a 74LS251) which is located directly in front of (toward the keyboard) the game I/O connector.

William Tell
C/O Linda Lyon
Applesource Editor
20525 Mariani Ave-18E
Cupertino, CA 95014



Applebet Soup

By Bryan Haas (with special thanks to Doug Thom!)

Free Apple software to the geniuses who successfully complete and return the world's first (and very possibly last) micro-computer crossword puzzle before midnight June 20, 1982. Answers will be published in the July Applesource.

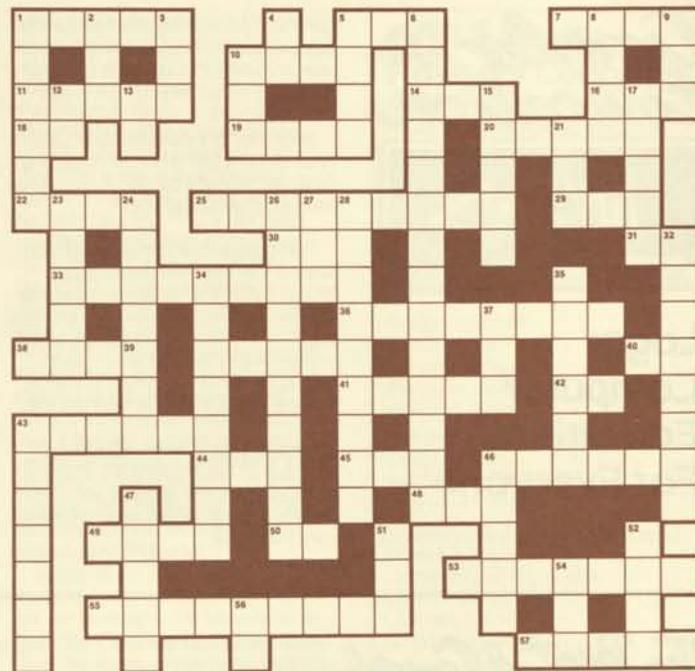
Applebet Soup
Attention: Bryan Haas
Apple Computer Inc.
20525 Mariani Ave.
Cupertino, CA 95014

ACROSS

- 1 — 1/512 K equals 2 ____
- 5 — Control program monitor
- 7 — Unresolved Programming problems
- 10 — ____ page
- 11 — Accessory Holders
- 14 — The do nothing instruction
- 16 — Organized APPLE users
- 18 — Before THEN
- 19 — Memory filler command
- 20 — Files full of commands
- 22 — Makes FOR skip numbers
- 25 — Turns an 'a' into an 'A' but leaves a '1' a '1'
- 29 — Lets your neighbor watch Bugs Bunny and your APPLE at the same time
- 30 — How some abbreviate their Data Processing
- 31 — The next APPLE?
- 33 — In the beginning... (from a disk's perspective)
- 36 — French version of a popular language
- 38 — Making I = something
- 39 — #1 personal computer manufacturer
- 40 — Numeric constant
- 41 — Head Movements
- 42 — Popular printer line (by the Japanese watch maker)
- 43 — A very good programmer
- 44 — The "move low bit out, high bit in, and rest over" machine instruction
- 45 — Asking Applesoft—What's left?
- 46 — Do it yourself. (or an instruction book)
- 48 — Putting the processor to sleep, to take data
- 49 — Individual file protection
- 50 — Left margin aligner on Apple Writer III
- 53 — Puts it down in writing
- 55 — A "what's where diagram"
- 57 — A Tasty 16 on the APPLE II

DOWN

- 1 — 13 Sector Emulation Disk
- 2 — The APPLE that followed APPLE one



- 3 — The III's advantage over all others
- 4 — \$254 (to TLA and others)
- 5 — Very old memory
- 6 — Long awaited APPLE II book for "Techies"
- 8 — One way of attaching 42 Across or 26 Down to a III
- 9 — Turns your carry flag on
- 10 — Tells PASCAL to clear memory
- 12 — Often travels behind CR
- 13 — Popular CRT for home computers
- 15 — Opposite of several 19s Across
- 17 — Letter codes for Americans
- 21 — Silent partner in an old APPLE contest
- 23 — A look-up thing
- 24 — Holds data in and monitor III's up
- 26 — Anything used in 11 Across (like 8 and 24 Down and 53 Across)
- 27 — Major service assembly inside 24 Down
- 28 — Language in + ROMs
- 32 — The big ledger sheet emulator
- 34 — The original computer game
- 35 — The original inspiration for Snoggle
- 37 — APPLE programs with the post office name
- 43 — Done by a RUN
- 46 — Custom command maker for assemblers
- 47 — Where things start in Applesoft

- 51 — Utility to connect devices to a III
- 52 — Institute that planned out the 488 for APPLE
- 54 — BASIC programming farewell (goodbye program!)
- 56 — Output to make 13 Down work (and often 29 Across, too!) 🍏

Be Rich And Famous Be An APPLE Source

Welllll, maybe not rich...but Applesource is at its best when we hear from you. Every one of you have wonderful ideas or experiences or customer's applications that should be shared. If you write it we will give you a reward, a byline and our gratitude.

If writing is not your thing, just call us and we'll eagerly take pen in hand. So, don't just read Applesource, BE ONE! 🍏

Call Linda Lyon (408) 973-2137
or Catherine Nunes (408) 973-2505

Apples in Education



Logo: Computer Education For Everyone

Logo is the computer language that has

generated widespread comment from researchers and educators during the past year, and articles about it have appeared in both the consumer and trade press.

Since most of the articles about Logo have concentrated on its use in teaching small children, how can you fit Apple Logo into your marketing strategy?

First, Logo is easy to learn and demonstrate. It is probably the best language for learning, both for programming and for developing effective problem-solving skills. Logo is more than just a language, it is an environment for learning and problem-solving. Remember, a student is anyone who wants to learn; age is not important!

Second, Logo is much more than a language for teaching kids. It is a powerful general-purpose language with all the features required for structured programming built in to it.

Finally, there is already a groundswell of interest. Other companies, such as Texas Instruments and Logo Computer Systems, Inc. itself, have already opened the Logo marketplace for you. Dick Fisher, Director of Educational Services of Computer Craft in Dallas, Texas is taking strides toward informing people that Apple Logo is available. As he says, "With Logo, we are riding on a tide of existing curiosity, and we are readying ourselves to take advantage of this fact."

Remember: Logo provides you with a competitive edge in education; only Apple has both Logo and PILOT. 🍏

*Apple Logo, a product of Logo Computer Systems Inc., is distributed exclusively by Apple Computer Inc.

Who's Who On The Dealer Advisory Council



Sarkis Kouzoujian

The first computer store I ever entered was the ComputerLand in my town of Los Altos, California. My curiosity had brought me into an alien environment. I wanted to turn around and leave, but instead forced myself to sit down at the typewriter sized object with the friendly word APPLE on it. I just stared at it, totally bewildered. Then I was greeted by a man with dancing eyes and a warm smile. "How can I help you?" That's how I first met Sarkis Kouzoujian.

Almost two years later, we were meeting for lunch and our lives were touching again because of Sarkis' appointment to APPLE's Dealer Advisory Council. Sarkis was anxious to tell me that he thinks creating a Dealer Council is the smartest thing a manufacturer can do. "It lets APPLE hear from the people out in the trenches what is really going on."

Sarkis brought wife Seda and their two children from their home state of New York to California in 1973. At that time Sarkis headed a six million dollar project creating a depository trust for The Pacific Exchange.

Several years later he answered an ad in Computer World that said, "How would you like to open your own computer store?" In May 1978 the store in Los Altos became the 38th ComputerLand. Now he is part owner of four California ComputerLands, the other three being in San Jose, Newport Beach and Woodland Hills.

Sarkis said the most difficult challenge in getting started four years ago was financing. Bankers demanded, "Who do you think you are going to sell these things to?" But time has changed the problems. Now, with more and more expansion of retail computer businesses, the need for good sales and service personnel is an ever increasing hassle. His staff needs have changed over the years. New positions include a Sales Support Manager, a Hot Line person, an Out-

side Sales position and soon someone will be hired to head the classroom program. There are 18 people currently on the Los Altos payroll. He still hires people basically on gut feelings, but admits to making some mistakes.

Sarkis talked about the APPLE III. "That SOS is one helluva operating system!" He went on to compare it with the IBM. "Take an APPLE III and take your IBM; I can get both of them up to 256K. The IBM gives you five slots. The APPLE III gives you four slots. One slot on the IBM is for the disk controller. The disk controller is built-in on the APPLE III. One slot for the video on the IBM. If you want color and graphics it takes a slot. It's built-in on the APPLE III. If you want a printer you have just used a third slot. If you want communications you use your fourth slot. If you want to increase the memory to 256K you have used the last slot in the IBM. I can have all of that with the APPLE III without using ANY slots."

I asked Sarkis what his advice would be for someone opening their first computer store. His response was immediate. "Be honest! Don't just think about making a sale; care about selling people solutions to their problems and listen to people so you can really help them."

"People come in and say to me that they were in such and such a place and some friend or business contact told them if they ever got to California to go see the Armenian. I love that. It makes me feel good." I remembered that July day in 1980 and the sense of caring and reassurance I had felt from this man. There was no question in my mind that Sarkis truly practices this philosophy. 🍏

Linda Lyon

West Coast Computer Faire

Over 40,000 visitors paid \$15.00 to visit 650 computer exhibits at a three-day 'faire' in San Francisco the weekend of March 19-21. For seven years, Jim Warren, the event's promoter, has been presenting the latest in computer arts. He considers this the era of the computer renaissance, thus the spelling of the word 'faire'. Jim acknowledges the generation gap between those who are afraid of computers and those who know how to use them. "A lot of parents came to the show saying, 'Well, I guess I've got to learn about these things.'" Jim told us. "You could sort of hear their grandparents saying, 'Well, I guess I've got to learn about these automobiles.'" 🍏

APPLE Dealer Advisory Council

Howard Cracower
Compu-Group Business Systems
2255 Sheppard Ave. E. #136
Toronto, Ontario, Canada M3J2K9

Tom Geer
Empire Electronics
616 W. 152
Seattle, WA 98166
(206) 244-5200

Andrea Goodman
The Computer Place
11 Harvard Street
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560 W. 14 Mile Road
Clawson, MI 48017
(313) 649-0910

Sarkis Kouzoujian
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4546 El Camino Real
Los Altos, CA 94022
(415) 941-8154

Seymour Merrin
Computer Works
1439 Post Road E.
Westport, CT 06880
(203) 255-9096

Four additional dealers will be invited to join with these current members when the fourth Dealer Advisory Council convenes on June 13 at the Hyatt on Union Square in San Francisco. These dealers are committed to alerting APPLE Corporate of happenings and needs in the retail environment. If you have concerns please call any or all of them. They would like to hear from you. 🍏

The Best of Co-op!



spots, helped pull more than 2,500 people into Wayne's store that weekend.

The store itself featured five Family Systems on display. After filling out entry forms, Grand Junction folks kept one APPLE continually busy by playing games of Raster Blaster. There was a secret score to the game that determined the winner of the prize.

Consider a similar campaign for your store. Television ads used in this way can create that "slow build" of interest and curiosity that will bring people through the doors. Wayne had run Dick Cavett TV spots dur-

ing NFL season so his public had a growing awareness of APPLE computers when the Future Fantasies campaign hit. The pinball game running on the computer allowed customers to get a hands-on experience. The registration for the drawing provided Team with a mailing list for follow-up letters to everyone who came.

Wayne is convinced the "Future Fantasies" campaign paid off. "During the promotion we sold five Family Systems. Since that time, we have sold five business systems to people who have returned." 🍏

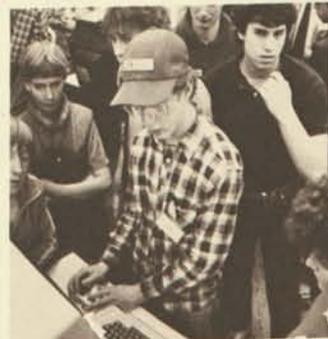
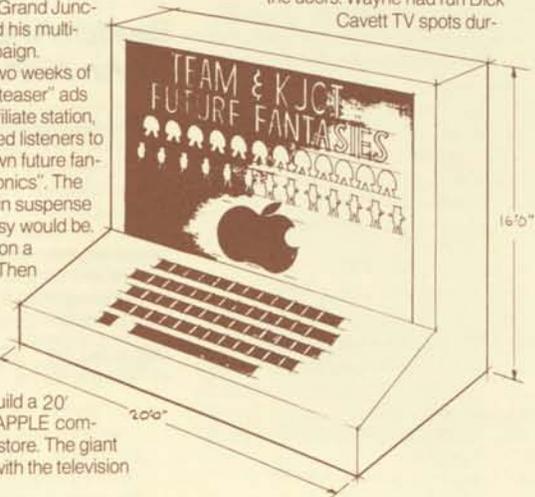
Co-op Helpful Hints

1. May 1, 1982 the media reimbursement rate changed from 100% to 75%. You continue to accrue at 3% of your net purchases.
2. We have changed co-op claim auditing firms. Send your co-op claims to:

Apple Computer Co-op Advertising
C/O DAP Control Inc.
P.O. Box 3500
Reseda, CA 91335

"FUTURE FANTASIES"—that's what Wayne Teachout, owner of the Team Electronics store in Grand Junction, Colorado called his multimedia APPLE campaign.

It all began with two weeks of 10 and 30 second "teaser" ads on the local ABC affiliate station, KJCT. The ads invited listeners to "experience your own future fantasy at Team Electronics". The audience was kept in suspense as to what the fantasy would be. The emphasis was on a drawing for a prize. Then during the last five days of this campaign, a graphic designer from the TV station hired a local carpenter to build a 20' by 16' replica of an APPLE computer in front of the store. The giant APPLE, combined with the television



Young people flock to a demonstration of a new game at the West Coast Computer Faire in San Francisco.

Training and Sales

(continued from page 1)

value of such a large expense. COR training gave me the confidence and knowledge to know what to listen for."

For Roxanne, the COR approach has become an unconscious reaction to the sales situation. "I don't think of anything else. COR responses have become automatic. I introduce myself and off I go..." And GO she does as she continues to maintain steady sales increases even during an economically tight climate. In the first part of March, she sold seven systems! Not too bad for a small town like Farmington!

Roxanne actually lives in Bloomington, 12 miles from Farmington, where she boasts a great relationship with her family. She claims to be an avid sports fan, especially when it comes to watching her four brothers in action.

COR (Customer Oriented Retailing) creates sales. Dealers and sales personnel are praising this training course for its dynamic and useful approach to selling computers. After three days with COR, participants sell solutions that are customized to the individual needs of their customers. It teaches how to address the specific needs of each potential customer whether they be from the business, educational or home markets. Prospects are different, but the results are the same—SALES to satisfied customers! If you want to join the COR revolution, contact your APPLE sales representative. 🍏

Catherine Nunes



"AND THIS IS OUR ENERGY-
CONSERVATION MODEL."

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Profile: Expanded Storage Capacity for the APPLE III

ProFile™ is the five megabyte (five million-byte), Winchester-type, hard disk system which gives APPLE users nearly 35 times the mass storage capacity of a single floppy disk. This system expands the usefulness of the APPLE III in applications requiring large amounts of stored data and accesses data significantly faster than conventional floppy disk drives.

In the four months ProFile has been on the market, it has proved to be very reliable. This is not surprising because not only are the ProFiles thoroughly tested at the factory, but each system contains an intelligent controller that automatically tests the storage media whenever the unit is powered up, therefore insuring data integrity.

Who has been buying ProFile?

APPLE III users who need to store a large amount of data in one location buy ProFile.

1. Professionals such as doctors, lawyers and consultants who want to store client records in one place using the Personal Filing System (PFS) program from Software Publishing Company.
2. Small businessmen who want to store financial modeling files, word processing files and other business-related information in one place using programs such as VisiCalc III®, Apple Writer III, Desktop/Plan III and Business Graphics III.
3. Software developers who need to have many separate files and successive versions of a program on line on the same disk using both Business BASIC and PASCAL for the APPLE III.

How should ProFile be displayed?

ProFile should be placed between the Monitor III and the APPLE III. With this arrangement, you can quickly and easily demonstrate ProFile's capabilities while showing off the sleek styling of the drive and how compactly it fits in with the APPLE III and the Monitor III.

What software takes advantage of ProFile?

ProFile can be used to store data files generated with VisiCalc III®, Apple Writer III, APPLE III PASCAL, APPLE Business BASIC for the APPLE III and Business Graphics III. Other software packages available for ProFile include Desktop Plan III and The Great Plains Accounting Package.

Demonstrating the ProFile's capabilities?

1. ProFile Demonstration Program: You can begin a demonstration of the hard disk by running the ProFile Demonstration Program that is supplied with each ProFile system. While the demo is running, point out how quickly the graphics displays are retrieved from the media and that several floppy diskettes would have to be loaded into the APPLE III one at a time in order to bring those same displays on-line.
2. VisiCalc III models, DeskTop Plan III and Apple Writer III text files. With several financial planning and word processing files stored on ProFile, demonstrate how quickly separate files can be accessed on the disk. Another software program that you will find very effective for demonstrating ProFile is the Great Plains Small Business Package.
3. Personal Filing System (PFS) from Software Publishing Corporation of Mountain View, California: This program can be used to organize, store and retrieve information for such data bases as patient records, revenues and expenses, items in inventory, mailing lists, etc.

An excellent data base for you as a dealer to include on the PFS files for your demonstration ProFile unit is VanLove's APPLE II/III Software Directory. This data base includes files of all software currently available for the APPLE II and the APPLE III. With the PFS data base stored on your ProFile, not only will you be able to demonstrate ProFile's capabilities, you will also have this software information on-line for your own use and for your customer as well. Note: Do not make copies of this program. The authors of VanLove's Software Directory have requested that the program be used only for demonstration purposes.

4. Customized Files: A file created from your customer's own data base provides a personalized demo of what the ProFile system can do. 🍏

Clayta Morand
Peripherals Product Marketing

Applesource

VOLUME 2 NO. 6

JUNE 1982

The SST Van—Key To More Effective Sales, Support, Training

APPLE recently announced the availability of a combination turnkey classroom and service center on wheels called the SST Van. SST stands for Sales, Support and Training because the van was designed to address these three tasks. SALES because Hands-on opportunities create sales; SUPPORT because many accounts demand on-site support and TRAINING because APPLE owners need applications instruction.

The SST has arrived just in time! The public is becoming aware that the advent of the computer is the most profound technological advance since the invention of the printing press. There is recognition that computer technology is bringing about unparalleled transformations in society. This acknowledgement has provoked an eagerness to learn. Wishing to meet the challenge of understanding these phenomena, people are paying for education. They are paying high tuitions at universities, learning centers and seminars. Computer camps are the "in" thing to do for a family vacation. Even Rent-a-Computer operations are popping

up. If everyone is paying out all this money for computer literacy, they might as well be paying YOU! What's more, the computer they learn on is the computer they buy. This means that incremental sales generated by the purchased classes further increase your profit potential.

The SST is an extraordinary van. It holds twelve APPLES, drives and monitors, mounted

even collapsible graphic panels which frame the projector screen, a place for workbooks and a fold-out table leaf for note-taking.

And, there's more! The SST is a mobile service center as well. One hundred and fifty feet of heavy-duty cable provide AC power to the Van through a special outlet. The workbench folds out and the padded top of the audio visual case becomes a comfortable seat. It is no longer necessary to service an APPLE right on someone's desk or to bring it clear back to the store; the SST allows you to provide more effective on-site service and support.

Most of your traveling workshops, service and support will be during daytime business hours; that means the SST APPLES can become a learning center within your store for evening classes.

You will discover endless ways to utilize this marvelous vehicle from APPLE.

Talk to your APPLE Rep and find out all the details. Then show your community H.O.W. (Hands On Workshops!) with S.S.T.

 Linda Lyon



safely and securely to six tables on heavy steel racks. A burglar alarm is included, and each table is secured by a padlocked bracket. In just 30 minutes you can create a hands-on workshop anywhere with relative ease. Each table has its own power strip with 15 feet of power cord and outlets for the APPLES and monitors which can be connected in daisy chain fashion. Everything has been included,



In This Issue

- The SST Van—Key to More Effective Sales, Support, Training
- Who's Who On The Dealer Council Dealer Advisory Council
- The Best of Co-op
- The Key To Preserving Cash Flow William Tels
- The Critical Edge—Apple III vs Fortune
- Notable Quotes From The World of Service And Support
- Apple Presents Apple With Horizons
- Apple Demo Library Makes Selling Easier
- Thanks To Our Dealers...Apple III
- Upgrade A Success

Who's Who On The Dealer Council



Andrea Goodman

of The Computer Place in Worcester, Massachusetts with husband and partner, Dick.

The Goodmans became college sweethearts after discovering each other in Automata Theory, a dreary theoretical computing class. The class may not have been exciting, but the subject of computers has dominated their relationship ever since. When they opened their store in September of '79, they both did sales. However, the store's growth has altered the roles a bit. By the end of their first two years, the store had experienced a 300% growth rate. Now, mid-way into its third year, Computer Place has doubled last year's sales. Dick and Andrea both

feel that this staggering growth volume could become an organizational hazard, thus it has been necessary for Dick to concentrate on their business plan, the bookkeeping, the payroll and deciding ordering needs. Andrea still concentrates on sales, customer support and teaching. Currently they are both busy developing training into a clearly defined profit center.

What for some time remained a lightly staffed little store (Andrea, Dick and a secretary) has grown in the past few months to a staff of eight. When asked why this amazing growth had happened so abruptly, Andrea replied, "We had a lot of educating to do in our community before our business really took off." The Worcester Public School System hired Andrea to teach an evening class titled, "Things You Can Do With a Personal Computer." Through this class she continues to welcome 40 students per semester into the world of computer literacy. "This one I do for the exposure," explains Andrea. "Vice-President of American Optical took the class the first semester it was offered and I can't even count how many APPLES that company has bought from us since!" She added her advice that this would be a good first

class for any dealer wanting to offer a Hands-on experience to the community. Computer Place has a classroom of its own where \$50.00 courses in Basic and various applications such as VisiCalc are taught on a regular basis. Andrea plans to raise the price now that the demand is so high. In April, Computer Place did their first community hands-on seminar with 18 APPLES in a nearby hotel. Every two-hour session was full and 100 enthusiastic attendees departed as future APPLE buyers.

More than 50% of the Goodman's sales are APPLE III's as their major market is the business community. Andrea and Dick both smiled happily as they reminisced that not so long ago they considered \$14,000 to be a good month. "Now," states Dick, "we consider it a good sale!"

And what about family plans? Dick and Andrea are both dizzy with the news that in December they will be parents of twins! That was not in the new business plan but it gives a whole new dimension to the idea of a Ma & Pa operation!

Linda Lyon

Dealer Advisory Council

APPLE formed the Dealer Advisory Council as a demonstration of its determination to LISTEN. The fourth Council meeting occurred this month in San Francisco. New members have been added and, again, you are urged to communicate your concerns. The report from this meeting will be going out in a dealer mailing very soon. Watch for it.

Howard Cracower
Compu-Group Business Systems
2255 Sheppard Ave. E #136
Toronto, Ontario, Canada M3J 2K9
(416) 499-2900

John Grambo
Computer Image
4603 Mission Bay Drive
San Diego, CA 92109
(714) 974-3082

Seymour Merrin
Computer Works
1439 Post Rd. E
Westport, CT 06880
(203) 255-9096

Tom Geer
Empire Electronics
616 W. 152
Seattle, WA 98166
(206) 244-2500

Greg Harris
Schaak's Digital Den
1415 Mendota Heights Road
St. Paul, MN 55120
(612) 454-6830

Ron Miller
Compu Shop
5600 Roswell NE The Prado
Atlanta, GA 30342
(404) 252-9611

Carlos Frum
Northbrook Computers
4113 Dundee-Sanders Ct.
Northbrook, IL 60062
(312) 480-9190

Rick Inatome
Computer Mart
1824 W. Maple Road
Troy, MI 48084
(313) 649-0910

Al Montross
Compco
5519 Arapano
Dallas, TX 75248
(214) 386-6578

Andrea Goodman
The Computer Place
11 Harvard Street
Worcester, MA 01609
(617) 755-5387

Sarkis Kouzoujian
ComputerLand of Los Altos
4546 El Camino Real
Los Altos, CA 94022
(415) 941-8154

George Szeless
The Logical Choice
1700 Reisterstown Road
Pikesville, MD 21208
(301) 653-3410

The Best of Co-op!



Perhaps the most obvious way to effectively spend your co-op funds is on seasonal campaigns. Christmas is obvious, but why not try a promotional salute to the 4th of July, Father's Day, Graduation, Valentines Day, Back-to-School or possibly income tax time? We were particularly impressed this past Spring with Computer Connection, a northern California dealer. Shortly after the holiday promotions they began developing a strong campaign directed at people beginning to think about their taxes. They used co-op funds to run this ad in the *Wall Street Journal* and the local San Francisco paper. The ad urged the reader to let Uncle Sam pay for over half of a new computer. "Buy an Apple Computer System for a business purpose—deduct 10% investment tax credit and depreciate the full cost over a five year period." They prepared for success by developing a book comparing six tax packages. The book included competitive charts, letters of recommendation from Touche Ross and print outs of samples of individual tax plans. This enabled the salespeople, at the store, to go over all the software options with the customers. It was a promotion that brought a great deal of traffic and many sales to Computer Connection. What's coming up in your area that you could tie into?

Certain media require prior authorization. This means you must submit artwork for your brochure, direct mail piece, billboard, catalog, etc. BEFORE you produce final copies. Send them to Co-op Advertising in Cupertino. If approved, APPLE will mail you a letter stating authorization has been granted. **Warning!** If you submit a claim that should have had prior approval and didn't, the auditing firm will reject the claim.

Leasing



The Key To Preserving Cash Flow

The reason for leasing equipment often comes down to the bottom line—the need for cash flow. Just ask Faye Ansari and Frank Johnson, at Houston's Compushop. Apple Leasing comprises about 50 percent of their business, and virtually all of their transactions over \$5,000. Faye tells why. "We mention leasing to just about every customer—especially customers who are particularly concerned about the bottom line. Whenever they ask what kind of financing we offer, we tell them about Apple Leasing."

Faye and Frank encounter two common "hot buttons" in customers interested in leasing. "Leasing appeals to them because it doesn't threaten their cash flow picture, and it helps them build up credit." Frank goes on to explain that, "In fact, leasing is often the deal-maker. Low monthly lease payments are much easier to handle than a huge initial cash outlay."

Faye talks about a recent transaction that leasing made more palatable for the end-user. "Our customer was an automotive business that needed accounts receivable system," she says. "In this case, leasing gave them everything they needed in an affordable package: small monthly payments with an option to purchase the equipment at the end of lease."

So when you're wondering whether or not to mention leasing as an alternative source of finance, think of cash flow. Even customers who can afford a large cash outlay often prefer to preserve their cash flow. Apple Leasing helps them do it, and helps your business at the same time.

Let your Tax Savings Help pay for Your new Computer System

Use an Apple Computer to figure your taxes... Use the tax laws to let Uncle Sam pay for over half your new computer.

apple computer
A Macintosh System



Financial and Tax Planner

Apple II plus 48K, Disc Drive, 12" Green Screen Monitor, 80 column dot matrix printer, diskettes, paper and TAX PREPARER program which handles 10 different Federal Schedules as well as solving such common problems as figuring depreciation, the minimum tax and the alternative minimum tax. Prepares the printouts which go directly to the IRS.

REG. \$3365
SAVE \$370 **\$2995**

AFTER TAX COST AS LOW AS \$1178.53

Buy an Apple Computer System for a business purpose—deduct 10% investment tax credit & depreciate the full cost over a five year period. 50% tax bracket after-tax cost: \$1178.53. 55% tax bracket: \$1686.19.

16.31 APR installment Terms Available

Pay \$300 down, 36 monthly installments of \$102.03 for total payments of \$3673.08. Uncle Sam will even pay part of your interest costs!

Use this same system for:

- Word Processing
- Financial Planning
- Accounting
- Games, Entertainment

Call 781-0200

Computer Connection

THE COMPUTER STORE FOR EVERYONE (Even if You Know Nothing about Computers)

214 California St., near Battery S.F.
Open Mon.-Sat., 10-5:30. Closed Sundays



Dear William,

Business Graphics III is a great package, but there seems to be a serious problem. The diskette doesn't have any drivers to support Epson or NEC printers. How do I give my customers who already own these printers graphics capabilities?

Driverless Dealer

Dear Driverless,

Here is some great news! Business and Professional Software, developer of Apple Business Graphics, has developed a subscription service for dealers to enable them to configure Business Graphics with a large variety of popular printers and plotters. Most dealers have already received a mailing with an order form.

The service includes ongoing support of the printer and plotter diskettes, technical notes and technical assistance from Business and Professional Software (BPS). BPS recommends that either dealers configure customers' Business Graphics diskettes for them and charge a small service fee, or that the customer buy the configurator diskette directly from the dealer.

If you would like more information, contact:

Business and Professional Software
143 Binney Street
Cambridge, MA 02142
(617) 491-3377

Dear William,

I am just starting to get up and running on using the WPL program, 'MAILLIST' to merge Mail List Manager files with Apple Writer III. The only problem I am having is in trying to separate someone's first name from their last name when printing it in the letter. This is important because often I want the form letters to be more personal. For instance, if the field is dedicated to Mr. Pete Jones, I would like to start the letter with 'Dear

Competitive Info

The Critical Edge

The Fortune 32:16 computer is not yet available, but many of you have heard a great deal about it since its first showing at Comdex last November. So even though its not yet in users' hands, let's compare Fortune to the Apple III.

What is really different between APPLE's top-of-the-line and the Fortune 32:16? Before we answer that question from a user's viewpoint, we ought to point out some significant design differences between the two.

Last month we noted that even though the IBM Personal Computer has a 16-bit microprocessor, it makes virtually no difference to the user, relative to the APPLE III. Their speed and memory capabilities are quite comparable.

Does the same doubt pertain to Fortune? No, not really. Fortune does have a good reason for going to a 16-bit microprocessor. It needed speed, a fancy instruction set and ability to pass data along a 16-bit path to create a multi-user system. If it didn't have the horsepower, the addition of a second, third, fourth... user to the computer (via an interactive terminal for each) would slow down the computer considerably—the multi-user concept just wouldn't work. Also, multiple users require very large memory so that multiple tasks can reside in different sections of a large memory. They needed a 16-bit microprocessor to be able to address up to 1 megabyte of memory; the Motorola 68000 fit the bill.

Of course, building in multi-user, multi-task capability costs the user. In comparable configurations, the Fortune 32:16 will carry a significantly higher retail price than the APPLE III—even when they're both purchased for a single-user situation. And, even in a multi-user situation, it's not yet clear that the response time seen by any one of these multiple users of the Fortune will be any faster than that seen by a single user of an APPLE III. We don't know how much the addition of more users on a Fortune will slow it down.

(continued page 5)

Pete' instead of 'Dear Pete Jones', using this personal referral. Is there a way of separating the two names, so the program will only pick up the first name?

Split Personality

Dear Split,

There is a very simple way to modify your MAILLIST program. All it involves is the removal of one comma in a line of the program, and 'bingo'; the program will pick up the first name only in the salutation of your form letter. (i.e., "Dear Pete" instead of saying "Dear Pete Jones.")

On line 24 the program looks like this:

```
PLS#*@1@* *N-SA
B
F/(field1)/SA/A
P
```

You will need to remove the comma in line 24, so it will read:

```
PLS#*@1@* *N-SA
After you delete the comma and re-insert a space between the asterisks, save it under .d1/MAILLIST so it will be there when you run the program.
```

Dear William,

I found the listing of Banking and Finance software in the February 1, 1982 Dealer Mailing very helpful. Is there a way I can find software geared specifically for other industries and markets?

Softwhere Sam

Dear Sam,

There is a company call Sofsearch that has a database of over 2500 application software packages. They can provide you with a list of the software you are looking for on a subscription basis. For more information contact:

Sofsearch—Software Locator Service
CCS Inc.
P.O. Box 5276
San Antonio, Texas 78201
(512) 340-8735.

The Critical Edge

(Continued from page 4)

But enough of this tech talk! WHAT DIFFERENCES WOULD SHOW UP IN EVERYDAY USE FOR YOUR CUSTOMER? That's what really communicates! Here are some of the differences we see between the Apple III and the Fortune 32:16

Will the Real Personal Computer Please Stand Up!

The Apple III is a personal computer—one person/one computer. It has a variety of software ranging from information management software and business packages to a whole host of APPLE II software (in emulation mode). It is intended for use in a personal way. Its single-user software can be bought at a reasonable price and nicely suits individual use. By contrast, the Fortune 32:16 is a business computer—specifically designed for an office setting with multiple computer terminals scattered around the room but all hooked up to the Fortune. They will also, more often than not, have a shared hard disk(s). Its software is accordingly more costly.

Business Graphics and Color

The APPLE III has built-in capabilities to create high-resolution business charts and graphs—in color too! Several business graphics software products are now available for the Apple III. The Fortune 32:16 doesn't have this built-in capability. A separate video controller must be added (at additional cost) to the Fortune 32:16 to achieve high-resolution color graphics. And, Fortune has announced no plans for providing business graphics software.

Master Menu Structure

Here's an area where the Fortune 32:16 apparently has a nice feature. A user-friendly shell has been put around its UNIX operating system so that a master menu exists for all the applications available to the user. Sub-Menus can then be accessed from the master Menu. This allows the user to get to different applications without having to re-boot. Of course Fortune's reasons for providing this feature may not have been all that altruistic. Without Fortune's enhancements, UNIX would be an excellent software tool for programmers, but not particularly suited for non-technical users.

Variety of Available Software

Solutions—that's what users want. And variety of solutions is important. The Apple III has a rapidly growing, diverse applications software base. The Fortune's software is very much focused on bread-and-butter business operation application such as accounting, data base management, and word processing. The variety will not be large.

We welcome Fortune to the small

computer market. It has created a 'hot hardware' item with good looks and some nice considerations for the user-interface. But again, hardware is only a small part of what a personal computer is. APPLE continues to stress SOLUTIONS and the "Personal" in personal computers. 

Dale Ross
Retail Sales Development

Feature Differences Which Become Apparent To Users In Daily Use

Feature	Apple III	Fortune 32:16	Comments
Expandability	4 internal expansion slots. NOTE: These are not used for memory expansion, disk interfaces, display interface or Silent-type interface.	5 internal expansion slots. NOTE: memory expansions are via separate memory boards. Add-on terminals use optional serial ports.	Comparable expandability for usual peripherals.
Memory Size	Standard: 128K Maximum: 256K 5MB ProFile Hard Disk avail. too.	Standard: 128K Maximum: 1 MB 5 1/4 in Hard Disks—both 5 MB and 10 MB.	Fortune goes up to large memory to support multi-users and large data needs of business operations.
Operating System Features	SOS single-user operating system allows interchange of data and text among applications and also manages memory to optimize use. CPM avail. July.	UNIX multi-user, multi-task operating system. CPM avail. later in '82.	Both operating systems provide opportunities for integrated applications. One in a single-user environment, the other in a multi-user environment.
Keyboard	63-key sculptured keyboard plus numeric pad.	99-key detachable keyboard with numeric pad	APPLE III keyboard is simple. Fortune keyboard is large and can be confusing to user.

Service Center



Notable Quotes From The World Of Service And Support

Here are a few of the anonymous comments we've received from Extended Warranty owners who returned the Quality of Service Report questionnaire contained in the Extended Warranty package. Obviously, these APPLE owners know the importance of SERVICE and SUPPORT. (That's why they purchased the Extended Warranty). It's also apparent that their dealers realize this too.

"My local dealer is very good at finding and replacing faulty hardware components. He even comes in early or stays late to fix my computer (or someone else's) and get it back in service. I had three chips go bad in my APPLE II. The average time it has taken for repair was 30 minutes. This is from the time I enter until I leave with my APPLE. THIS SERVICE SELLS COMPUTERS!!" (Team Electronics of Longview, Washington.)

"Very pleased with my APPLE and the contact I've had with APPLE Dealers and service personnel." (Compushop of Bellaire, Texas.)

"We are impressed with the quality of your products and service." (Cameras & Computers of Yucca Valley, California.)

"Service rates an A. I just bought a second one for home." (Computer Village of Miami, Florida.)

"Excellent response to customers"

John Sanders

Apples in Education



Apple Presents Apple With Horizons

Thousands of teachers are shouting the praises of APPLE'S new hands-on workshop for the education market. APPLE HORIZONS is a complete package with diskettes, slides, cassette tapes and workbooks. In the past, the education market has required a tremendous investment of time to close a sale. Often after a great deal of effort, the order has gone to another dealer or, even worse, there has been a decision not to purchase at all. APPLE HORIZONS was designed to eliminate this problem. This is a personalized, application-oriented presentation based on the interactive seminar technique. It holds the participant's hand through an elementary lesson about APPLE. It is self-paced so that attendees can work at whatever speed they feel comfortable.

Best of all, APPLE HORIZONS practically runs itself. It lets APPLES sell themselves and frees you for the next

step. This hands-on experience is created by four, one-hour modules. It contains education software from respected names like SRA, Software Publishing Company, M.E.C.C., Sterling Swift, and Southwestern Publishing. There are separate audio cassettes narrating a slide show for each module. A complete script showing the appropriate slides and narration is included, along with step-by-step instructions.

Be sure you order lots of extra "Apple Presents Apple" workbooks. You will find it will not only save you time at the seminar, but will be wonderful for customers in the store as well.

While APPLE HORIZONS was designed with the education market in mind, it can be readily adapted for

needs...willingness to help has sold many machines." (Ray's Computer Center of Clearwater, Florida.)

"I'm up to four APPLES purchased through this shop (for the school) and I'm delighted by their support." (The Basic Computer Shop of Akron, Ohio.)

"Computer Connection has very good training facilities. A major factor in our decision to deal with them." (Computer Connection of San Francisco, California.)

"Dealers should warn people of the high cost of most repairs. They should emphasize the value of the annual service contract that you offer—at \$225.00, it is a bargain." (Computer Store of Boston, Massachusetts.)

Don't forget to sell your SERVICE and SUPPPORT capabilities; that's what SELLS computers!

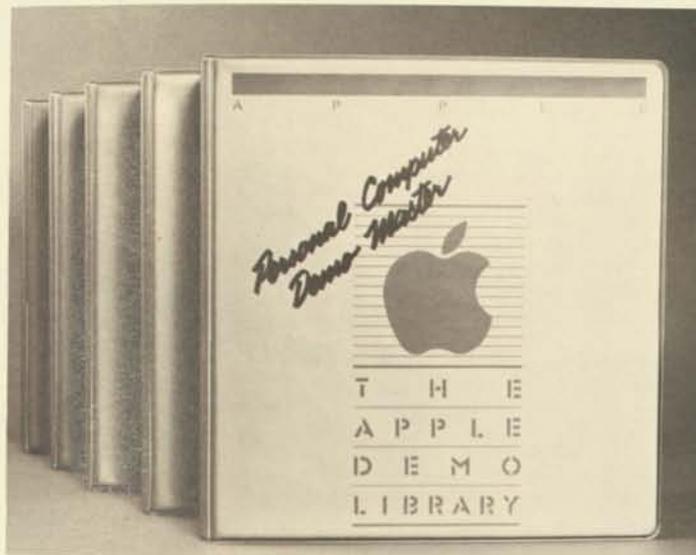
presentations to other specialized markets as well. And, it would certainly be the perfect helpmate for the SST Van.

Because it positions YOU as the educator in a consultative role, this sales tool sets the stage for a solid business/client relationship, a relationship that almost ensures future support and service with the end-user. Talk to your Rep about ordering several—one to keep intact for education, another for use as a first module in presentations to other markets and one to offer business accounts for their training operations.

APPLE HORIZONS
(order #A2G0019) \$219.00
Additional workbooks
(order #A2G0018) \$44.00 (box of 25)



Apple Demo Library Makes Selling Easier



SATURDAY AFTERNOON: Your store is jammed with curious computer shoppers. The businessman you're talking to seems genuinely interested in what you say the APPLE III can do. But he's not convinced, yet. He says he wants to see it work. Your mind races: Can you give a demo now? You haven't reviewed the Apple Writer demo disk for two days. Earlier, you noticed someone using the APPLE III demo system to test a new printer.

Just then a woman walks up to you and asks if she could PLEASE see some simple information written in ENGLISH. You know it's hopeless. You ask your promising businessman to come back, concerned that you might have lost the sale. Could you have handled this hectic moment differently?

Now APPLE is offering help in demonstrating your products better and more easily than ever before. These tools appear in the Apple Demo Library, a brand new series of demonstration sales aids. The first book in the library, the Personal Computer Demo Master, appeared in mid-May.

The Personal Computer Demo Master contains three parts: training, programming tools, and rolling demos. The training section of the book is designed to help you understand, prepare, and conduct demos that will make the benefits of APPLE computers clear to your customers. Written by the authors of APPLE C.O.R., it discusses demonstrations as

a logical extension of the C.O.R. selling process. The programming tools are for people who want to write rolling demos. Tools for both APPLE II and APPLE III are provided; the diskettes are "Demo Shells" that make control of the demo and menu selection a cinch to program. Programmers who use the shells can focus their efforts on creating the actual demo sequences.

Finally, two collections of rolling demos written at Apple Computer are included. The first set, for the APPLE II, includes an all new APPLE II General Capabilities Demo, as well as the "Apple Presents... Apple" diskette that shipped with the Family System. Among the APPLE III Demos you'll find a Hands-on Demonstration of the capabilities of SOS, and an APPLE III version of the Introduction to the Keyboard.

If you don't already have the Personal Computer Demo Master, you can see one just by asking your APPLE Rep.

In future volumes of the Demo Library, you'll see a new kind of sales aid, developed and produced exclusively by APPLE, just for you. These Product Demonstration Sales Aids are designed to help you do polished, professional demonstrations every time. A typical Product Demo contains three major elements: the product diskette, a demo files diskette, and a demonstration flipchart. The product diskette is exactly what the customer gets when he buys the product, a bootable program diskette.

This means you don't have to break into your inventory for demo copies! The demo files diskette contains sample uses of the product such as a memo, a letter, or a manuscript. These sample files save you hours of time in preparing for your demos. Finally, the flipchart guides you and the customer through the demonstration by showing Procedures, Features and Benefits. The Procedures are a reminder of how to work the product, i.e. which buttons to push. The Features are the elements of the product that you are showing off. But it's the Benefits that really help you sell. Benefits relate the features of the product you are selling to the customer's that correspond to their reasons for wanting a computer. The more you can demonstrate Benefits, the better the chances of closing the sale. Ideally, the flipchart helps you do more effective demos with less effort.

These product demos will be grouped by market and by machine into individual books. For example, there will soon be an APPLE III Management Demo Book containing demos for the products that would meet a manager's objectives. These included Apple Writer III, Business Graphics III, and VisiCalc III. Eventually there will be high quality product demonstration sales aids for almost every market to which you sell.

So what about that businessman at the beginning of this article? With the Apple Demo Library you could have made that sale. You might have been well prepared enough to demonstrate on Saturday and close right there. But if not, you would have learned to make a specific appointment for the demonstration, so that you KNEW he would come back, and you'd be prepared when the customer returned. With the Personal Computer Demo Master, you could have responded to the woman asking for basic information by starting the APPLE II Capabilities Demo and answering her specific questions later. Finally, you could use the demonstration as your most powerful closing tool by using the Demo Library's product demos to show the benefits of using an APPLE.

Marc Shargel
Demonstration Development Manager

Thanks To Our Dealers...Apple III Upgrade A Success

There has been a tremendous upsurge of interest in the APPLE III and much of this interest was spurred by YOU.

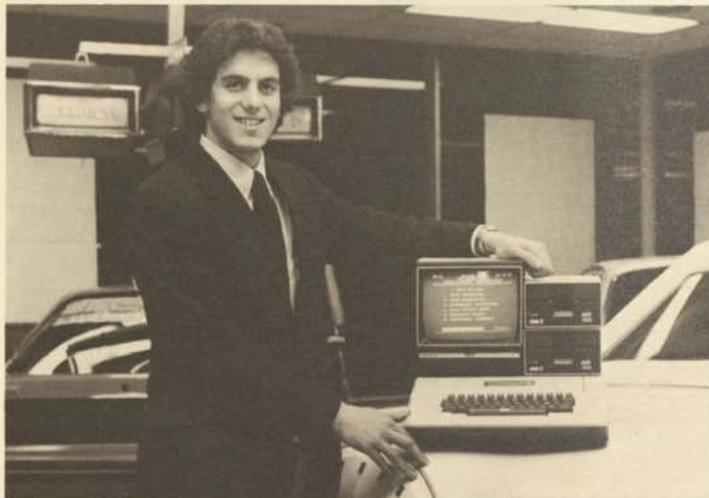
The toll free numbers that were installed to facilitate the APPLE III Upgrade were disconnected on May 15 and that brought the program "unofficially" to an end. The phones were very effective in distributing software to APPLE III owners who, for one reason or another, did not receive the new 1.1 Version of the Information Analyst. We were able to do some troubleshooting while talking with the end-users and used this personal con-

tact to reinforce the APPLE spirit. If you have customers who still have pre-14,000 APPLE IIIs or have not received the upgraded software, please see that they receive these upgrades as soon as possible. Hardware upgrades will continue to be implemented through your Regional Support Centers. To arrange for a software upgrade, send a copy of the original purchase invoice, the customer's street address (UPS does not deliver to Post Office Boxes), serial number (original and current if the hardware has been upgraded), and telephone number to:

Apple III Upgrade Program
Apple Computer
20525 Mariani Ave. Mail Stop 18-B
Cupertino, CA 95014

The APPLE III end-users are hungry for information, and now is the time to give it to them. After a long dry spell they are being showered with attention and they love it! The new application software should be bringing APPLE III owners back into your stores.

Once again, thank you for your help with the APPLE III Upgrade Program. We did it together. 



John Masano, of Tom Masano Motors, Inc. in Reading, Pennsylvania.

Dear APPLE:

I am writing this letter to express how pleased I am with my APPLE II computer.

Automobile dealers are going through lean times across the United States. They are constantly looking for efficient and effective ways to streamline operations and at the same time open up new profit centers. We can accomplish all of this with our APPLE and the custom programs which I designed.

We use our APPLE for figuring out complex sales and leasing calculations, cash flow reports, payments per month, and gross profit per car. Our complete new, used, leasing, and rental inventory is at the touch of a key to determine days in inventory, due dates for license, state inspections and lease maturity, and average and total dollar inventory by vehicles year, make and model. Every sold vehicle is

entered into our master file for a custom recall by any or all of nine different variables. We track eleven different functions of our sales staff's performance and recall this with not only numbers but multi-colored bar graphs for ease in understanding our weekly sales meetings.

All facets of our leasing company from customer's name and vehicle, to an up-to-date profit summary are handled and recallable by our APPLE.

Our goal is to have an APPLE II on every salesman's desk.

Please spread the work to other automobile dealers about your products and keep up the good work.

Sincerely yours,

John Masano 

John Masano

Tom Masano Motors, Inc.
815 Lancaster Avenue
Reading, Pennsylvania 19607

APPLESOURCE

Editor: Linda Lyon

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Be Rich And Famous Be An APPLE Source

We'lllll, maybe not rich...but Applesource is at its best when we hear from you. Every one of you have wonderful ideas or experiences or customer's applications that should be shared. If you write it we will give you a reward, a byline and our gratitude.

If writing is not your thing, just call us and we'll eagerly take pen in hand. So, don't just read Applesource, BE ONE!

Call Linda Lyon (408) 973-2137
or Catherine Nunes (408) 973-2505

Applesource

VOLUME 2 NO. 8

AUGUST 1982

APPLEs Light Up Lives At Detroit Edison

Detroit Edison, serving a population of six million people and one of the fifteen largest electric power companies in the U.S., stays abreast of the times and watches trends. In 1980, months of strategic planning and investigation by a data processing team determined that Edison people wanted personal access to the power of computers. Thus the decision was made to take a "do-it-yourself", problem-solving approach to computing. With this in mind, they created The Edison Information Center, a place where 11,250 employees can now turn to tap the guidance, supplies and training to launch them into personal computing. Detroit Edison likes to think of The Information Center as a library with its staff being the "librarians" and their hardware and software expertise being "the books." The decision to go with



Bill Heldreth and Leslie Krystowiak show Ken Johnson how to use VisiCalc.

APPLEs came after discovering the potential of those famous 8 extra slots that allow for wondrous additions. VisiCalc®, of course, was an additional influence with its

with its problem-solving capabilities.

Once The Center was set-up, the next problem was how to let the company know what APPLEs could do for them. An Open House proved to be the perfect introduction. APPLEs were set up with various applications and questions were answered over apple cider and apple cookies. Over 500 employees showed up! From there the story of APPLEs at Edison branches into more than 70 individual applications The Center has influenced in the past 15 months. (See list of applications, page 8.) Now every major area in the company has at least one APPLE.

Knowing that Detroit Edison has recently been doing business with Computer Connection of Farmington, Michigan, we were anxious to know what they looked for in selecting an APPLE dealer. The answer came at once. "On-site service and delivery," Leslie Krystowiak and Bill Heldreth of

(continued on page 8)

And An APPLE III At The Top!



"I believe at least 1,000 individuals at Detroit Edison will have an APPLE at their work place within five years,"
Walter J. McCarthy, Jr.,
Chairman of the Board.

Each week Leslie Krystowiak packs up some software and heads for the executive offices on the 24th floor. There she is greeted by Bob Golden, the security

guard, who cries out, "School time!" as he watches her head for the office of Walter J. McCarthy, Jr., the Chairman of the Board and Chief Executive Officer. Leslie has helped Mr. McCarthy (who prefers to be called "Mac") learn VisiCalc, AppleWriter III, Mail List Manager and, most recently, QuickFile III. Right now "Mac" is the only executive with an APPLE on his desk, but he sees that as changing very soon. "Will they all be APPLE III's?" we asked. "Well, maybe 2-1/2's!" came the teasing reply. His dream is the networking of senior management APPLEs so that appointment calendars can be maintained electronically and changes noted instantly by all on the 24th floor. "When there is a need to schedule a meeting, APPLEs should let us view everyone's calendar immediately." But, while he awaits that electronic miracle to be worked out, he is enjoying using the Source and the Dow Jones Service. "Any problems with

your III?" we dared to ask. "Only one," was the response, "I sure wish I knew how to type!" 🍏

IN THIS ISSUE

- Apples Light Up Lives At Detroit Edison
- And An Apple III At The Top!
- Who's Who On The Dealer Council
- Leasing Adds Up
- Selling The Intangible
- SchoolBus: An Apple Classroom
- William Tells
- Paramedic Dealers Rescue Apple Executive Seminars
- Ad Sharing Adds Up
- Applebet Soup Contest And The Winners Are...
- Apple Magazine Reveals A New Look
- And For PTP Graduates...

Who's Who On The Dealer Council



**Rick Inatome
Computer Mart**

The success of Computer Mart has paralleled that of APPLE, or perhaps it would be fair to say it the other way around since this dealership's doors were already open when Wosniak and Jobs were tinkering in their garage.

Rick took me into his stunning office at the new store in Troy, Michigan and mused that his first store "was no bigger than this office." Back in 1976, his inventory consisted of five computer kits that retailed at \$600 each. The Computer Mart success story really began even earlier with Rick's father, Joseph, establishing a software design operation in his basement. The Inatome children grew up with computers always at hand and were encouraged to use them. The business today is still basically a family enterprise even though Computer Mart now boasts 150 employees, has seven Michigan locations and sales that this year are projected to be \$20 million.

Rick believes the success of Computer Mart is directly attributable to the store's response to the community's need to understand personal computers. "everyone thinks this is the product that everybody wants," says Rick "but, it's not. You've got to go out and build awareness; you've got to educate a customer base." Computer Mart has been committed to educating the public to the wonder of personal computers from the beginning. Rick lectures frequently to

groups of students and business people to spread what he calls "good will that translates indirectly into sales." The store serves as a homework center for students taking a variety of computer classes at nearby Walsh College. This gesture, Rick insists, "translates into 400 to 500 potential customers every couple of months." Computer Mart's classrooms are constantly occupied by "would-be" buyers learning how to use a personal computer or customers who are learning how to use the new computer they

commitments based upon trying to react swiftly. A Mac truck that can turn on a dime! If General Motors heard the market wanted small cars, it was too bad because their management is not structured to react that quickly to change.

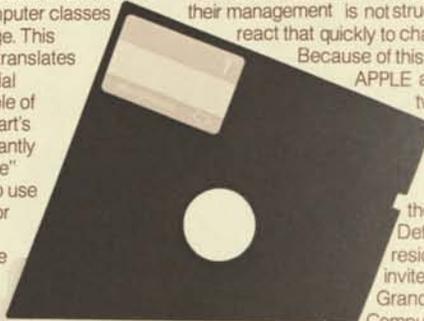
Because of this, I pick APPLE as one of the two survivors in the next 5 to 10 years."

Recently thousands of Detroit area residents were invited to the Grand Opening of Computer Mart's new, 28,000 square feet, location. Unique invitations, featuring a blank diskette, were sent to past and future customers. The new site probably makes Computer Mart the largest computer retailing store in the

United States. The old location will now be a business spin-off, an outlet for used computer equipment, mostly trade-ins.

Detroit has felt the recent economic recession more than any other city, yet Rick has seen a significant increase in computer sales to small firms. He says management is looking for precision methods to cut costs and the most efficient way to do business. Computer Mart has not allowed a depressed economy to affect their business plan in any way. 

Linda Lyon



JUST FOR YOU!

SOMETHING PRACTICAL TO REMEMBER US BY.

FROM

Computer Mart
AN APPLE CORPORATION

Computer Mart is pleased to invite you to the GRAND OPENING VIP CELEBRATION of our new corporate headquarters and retail center.

1824 West Maple Road, Troy, Michigan

April 20, 1982
6:00 p.m.

Cocktails and Hors d'oeuvres will be served.

Please R.S.V.P. by April 16, 1982
313-949-0410

just purchased.

Rick has participated in the last two Dealer Advisory Council meetings and he eagerly shared his enthusiasm, "If anything is keeping APPLE #1, it's their ability to look at the market objectively and react as quickly as they do. The wonderful thing about the Dealer Council is that they're sitting there, not pacifying us, but asking for honest input of what the market is doing; than, the next week, they'll make major changes in strategy or

Land in Stamford, Connecticut. Last December, with the help of APPLE Leasing's Inside Sales Representative, Roni Aument, Grace leased \$4600 worth of APPLE equipment to the New England Wood and Coal Company.

"They were definitely interested in leasing the equipment," Grace explains, "because they knew their needs would change within a few years. They didn't want to be tied to the equipment by purchasing it."

What appealed to Grace's customer in this instance were APPLE Leasing's add-on capabilities. It's a simple matter to acquire equipment now, when it's needed, and add components and software later as needs change. New England Wood and Coal leased the first equipment on a

36-month lease, and later added on another \$650 worth of equipment.

Roni and Grace simplified payments for the customer using "co-terminous rates." This means that lease payments are adjusted to make both leases end at the same time. This was done for the customer's convenience.

"It was my first experience with APPLE Leasing," says Grace. But, it won't be her last. In fact, she has one or two lease transactions in the hopper right now. "Roni was very helpful. She answered all my questions and, most important, she always returned my calls."

And, when the add-on feature is the star attraction, chances are the customer will be back for more. 

Service Center



Selling The Intangible

All products, whether they are goods or services, possess a certain amount of intangibility. Tangible products, such as the APPLE, can usually be tested or experienced in advance. However, certain features of the APPLE, such as service and support, are nearly entirely intangible. Intangible products such as insurance, health care, repair, computer software, consulting and SERVICE can seldom be tested in advance. Prospective buyers are generally forced to depend on the assessments of others as to what they're likely to get. Though a customer

may buy a tangible product such as an APPLE; and though that customer may spend a great deal of time researching the product, it's the intangibles, SERVICE AND SUPPORT that can make or break the product's success. Getting it installed and running smoothly involves a lot more than the tangible product itself. While service and support are less able to be tested in advance than goods, these intangible factors are important in convincing prospective customers to buy. Thus, those intangible products: SERVICE AND SUPPORT are so important in the selling process. Understanding and giving tangibility to service and support can aid both the sales and post-sales effort.

Let's look at the automobile for example. Everyone knows the promoted features of the automobile are largely status, comfort, and power, all intangibles. The car dealer, making the assumption that their customer's mind has already

been reached by the manufacturer's ads, stress other considerations: deals, availability, and post-sales service. Neither the manufacturers nor the dealers sell the tangibles. Instead, their success lies in selling the intangible benefits of the entire package.

If a product as simple to operate as an automobile requires the stressing of intangibles for market image, imagine the impact of this approach for personal computers where the customer relies even more on his dealer for solutions. Stress those intangibles: ON-SITE SERVICE, EXTENDED WARRANTY, TRAINING, TECHNICAL ASSISTANCE, PROGRAMMING SERVICES. Let the customer know you stand behind them after the sale.

The most important thing to remember about service and support is that customers usually don't know what they're getting until they don't get it! 

John Sanders

Apples in Education



SchoolBus: An Apple Classroom

Here comes SchoolBus™, a low-cost, system solution allowing up to 30 students to share disks and printers. APPLE once again reaffirms its commitment to the educational marketplace with this new product. A sneak preview for educators at the National Education Computing Conference in Kansas City brought high praise. During the prototype demonstration, educators were enthused to see the possibility of having a complete computer classroom, or converting and expanding their present one, by hooking up one teacher station to their existing student stations.

The student stations can derive all their disk services from the teacher station, which can be outfitted with up to eight disk drives. With this configuration, the teacher can monitor the progress of the students from their computer or access

student's files at any time.

SchoolBus will support Applesoft, Integer Basic, Text and Binary files and programs in a DOS 3.3 environment.

The initial attraction that SchoolBus will have for the education market will be cost. Each student station requires only a low cost peripheral card in place of a disk drive. The savings could be as much as 25%.

Assuming that a customer is deciding to purchase a single APPLE II, configured with two Disk II's or SchoolBus configured with four Disk II's, the customer will realize a savings at four stations.

In addition to the obvious economic advantage that a complete classroom system can offer, there are some extra benefits for the teacher:

- 1) The teacher will have the capability of accessing the students files at any time.
- 2) The teacher can look at a student's screen from their own computer at any time during class, to monitor work in progress.
- 3) The teacher can put a lesson or data on the Disk II and each student can access that information.
- 4) The student has access only to his files and files that are common. Students are prevented from entering each other's files.
- 5) There is no worry about younger students losing diskettes or damaging them since they won't have to handle any diskettes.

At the present time, it appears that SchoolBus will be available in early 1983. It is important that SchoolBus is referred to as a "Bus" configuration for disk sharing and not identified as a network solution. For those who desire more information regarding disk sharing, there is a very informative article on the topic in the May/June issue of ELECTRONIC LEARNING. Reprints may be obtained by contacting Scholastic Inc., 50 West 44th St., New York, N.Y. 10036. 

Lola Gerstenberger
Educational Sales

"SchoolBus is a trademark of APPLE Computer Inc."

Be Rich And Famous Be An APPLE Source

Welllll, maybe not rich...but Applesource is at its best when we hear from you. Every one of you have wonderful ideas or experiences or customer's applications that should be shared. If you write it we will give you a reward, a byline and our gratitude.

If writing is not your thing, just call us and we'll eagerly take pen in hand. So, don't just read Applesource, BE ONE!

Call Linda Lyon (408) 973-2137
or Catherine Nunes (408) 973-2505

Applesource
20525 Mariann Ave. 18-E
Cupertino, CA 95014



Leasing Adds Up

Some customers suspect ahead of time that they will outgrow their personal computer purchase. They find that suspicion a good reason to lease.

Grace Makinson works at Computer-



Dear William,

I have been creating some music programs for the APPLE II and have run into a problem. The small machine language routine I have written to generate tones accepts a pitch and duration. Using a duration value of 255 and a pitch value of 150, I get a low pitch tone for about one second. When I use the same duration value, but a pitch of 10, I get a very high pitch tone; but, it only lasts a fraction of a second. This is completely unacceptable. How can I make the tones the same length?

No tone like the present

Dear No tone,

Ah, the old "higher the pitch the shorter the duration" bug. Your problem is a classic. It happens because generating one single square wave at a high frequency takes much less time than generating a much lower frequency. It doesn't seem that it would be a considerable difference, but if you stop to think that a frequency that is 30 times higher (150/5 in your case) will take 1/30th as long to generate, you can see where the problem arises. Your problem occurs because you are not using your duration value as an actual duration, but as a count of how many square waves you generate.

The solution is to replace your machine language program with a program that consists of two loops, both running simultaneously, one counting down for the correct frequency, and the other counting out the length of time the tone has been played. Try this routine:

```

300: Poke low byte of duration here
301: Poke high byte of duration here
302: Poke pitch here
303: AC 02 03
306: 88
307: D0 06
309: 2C 30 C0
30C: AC 02 03
30F: AD 00 03
312: D0 06
314: CE 01 03
317: D0 01
    
```

```

319: 60
31A: CE 00 03
31D: 18
31E: 90 E6
    
```

Dear William,

I have just finished writing an APPLE II program that is almost entirely in machine language. With the solution of just two problems, I could convert the whole thing to machine language and it would be much cleaner.

1. How can I easily allow my machine language program to BLOAD its data files? I have examined DOS's RWTS routines but discovered that I would have to read the catalog, find the name, find its location on the disk, etc. There must be an easier way to do a simple BLOAD. I have tried printing the DOS command BLOAD DATA through the regular character output hooks but I've not been successful in always getting the command to execute or in keeping the screen data in tact.
2. How can I eliminate my HELLO program that says nothing more than 10 PRINT CHR\$(4); "BRUN PROGRAM" by making my machine language routine execute automatically?

The Red BRUN

Dear Red BRUN,

#1: You're on the right track by printing through the normal output hooks. The secret to making the command always work, and preserving the screen data, is to be sure you precede the command with the hex characters 8D and 84 (RETURN & Control D) and end it with an 8D (RETURN). If you output the command in that way, the only data that will be printed on the screen is a RETURN. The only time this is hazardous is if you are at the bottom of the screen. Prevent problems by first saving the location of the cursor, then moving it to the top part of the screen, and finally, outputting the command and repositioning the cursor. The following program should do the trick:

```

LDA $25
PHA
LDA $24
PHA
LDX 0
LOOP LDA COMMAND,X
BEQ END
JSR $FDED
INX
JMP LOOP
END PLA
STA $24
PLA
JSR $FB5B
RTS
COMMAND DFB $8D,$84
ASC "BLOAD DATA,
AS2000"
DFB $8D,$80
    
```

#2—To initialize a blank diskette so that it will BRUN your binary file when booted, perform the following steps with a blank disk in the drive:

```

CALL -151
9E42:34
3D0G
INIT HELLO
DELETE HELLO
BLOAD BINARY PROGRAM
(from your other diskette)
BSAVE HELLO (on the new diskette)
    
```

Dear William,

I am working on a graphics program on the APPLE III with Business BASIC and would like to draw an octagon. This sounded easy at first, but when I actually sat down to do it I discovered it was nearly impossible without a degree in mathematics. I have been told that PASCAL has a module called TURTLE GRAPHICS which does the job. Does such a module exist for Business BASIC, or how do I draw such shapes?

Winston Turtle

Dear Winston Turtle,

Turtle Graphics is a very handy tool for many applications and the concept is now being used in other languages. The difference between regular graphics and turtle graphics is that in regular graphics you can move the cursor to a specific X and Y coordinate. You can then draw a line to any other X and Y coordinate and, as you have discovered, the problem arises when trying to decide what the proper coordinates are for drawing your octagon. Turtle graphics also uses a cursor, but calls it a turtle. Instead of directing the turtle to a specific X and Y coordinate you tell it what direction to

move in, and how far to go. To draw an octagon, for example, you would tell the turtle to turn left 45 degrees and move 50 units, and then turn left 45 more degrees and move 50 more units, after repeating this eight times, the turtle ends up where it started and a perfect octagon is drawn. Besides drawing octagons, Turtle graphics can serve many purposes and is a lot of fun to use.

Unfortunately, a turtle graphics invokable module for Business BASIC does not yet exist (although it would be a tremendous idea). Your question, however, inspired me to investigate what it would take to do it through BASIC. And, much to my surprise, it was fairly easy to do. The following five lines make up the entire routine, each line performs a different function.

```

1000 TURTLEANGLE%=0:TURTLEDEGREE%=0
1001 TURTLEDEGREE%=TURTLEDEGREE%+TURTLEANGLE%
1002 TURTLEDEGREE%=CONV%(CONV%(TURTLEDEGREE%)MOD 360):
TURTLETEMP=TURTLEDEGREE%*3.1415927/180:
TURTLEDELTA=COS(TURTLETEMP):
TURTLEDELTAY=SIN(TURTLETEMP):
RETURN
1003 PERFORM LINEREL%(TURTLEDELTA*TURTLEDISTANCE%),
%(TURTLEDELTAY*TURTLEDISTANCE%):
RETURN
1004 PERFORM MOVEREL%(TURTLEDELTA*TURTLEDISTANCE%),
%(TURTLEDELTAY*TURTLEDISTANCE%):
RETURN
    
```

You may assign any line numbers you choose to the program. The program uses BGRAF.INV, so your program must invoke it first and use the proper performs to clear the screen, set up the graphics mode, etc. The routine uses BGRAF's cursor as the turtle, so wherever the cursor is located is where the turtle will begin to move. You can also use BGRAF's XLOC and YLOC functions to determine its location. The routine will work with any of the graphics modes available, using all of the colors, transfer modes, etc.....

The first line (line 1000 above) initializes the turtle graphics, you must GOSUB to this line before you do anything else.

The second line (line 1001) tells the turtle to turn a specified number of degrees from its current direction. You must assign the number of degrees you would like the turtle to turn to the variable TURTLEANGLE%.

The third line (line 1002) tells the turtle to turn to a specified direction. Zero degrees is to the left and ninety degrees is straight up. The direction you would like the turtle to face must be assigned to TURTLEDEGREE%.

The fourth line (line 1003) tells the turtle to move in the direction it is facing and leave a line as it moves. The distance you would like the turtle to move must be assigned to TURTLEDISTANCE%.

The fifth line (line 1004) tells the turtle to move and not leave a trail. This is one method of moving the turtle without drawing (you could also use BGRAF's MOVETO or MOVEREL commands). Again, the distance you would like the turtle to move must be assigned to TURTLEDISTANCE%.

Any time after the initialize routine is called you may examine the variable TURTLEDEGREE% to determine what direction the turtle is facing. To avoid conflicts, do not use the variables TURTLETEMP%, TURTLEDELTA, or TURTLEDELTAY in your program.

If you located the routines at lines 1000 to 1005, like above, your program to draw an octagon would look like this:

```

100 INVOKE "BGRAF.INV"
110 PERFORM GRAFIXMODE(%1,%1):PERFORM INITGRAFIX:PERFORM FILLPORT
120 PERFORM MOVETO(%100,%0):PERFORM GRAFIXON
130 GOSUB 1000: REM INITIALIZE TURTLE
140 TURTLEDISTANCE%=70:TURTLEANGLE%=45
150 FOR I=1 TO 8
160 GOSUB 1003: REM DRAW LINE 70 LONG
170 GOSUB 1001: REM TURN 45 DEGREES
180 NEXT I
190 END
    
```

Paramedic Dealers Rescue Apple Executive Seminars

Unexpected problems ranging from broken disk drives to lost machines often make giving nationwide seminars a hair-pulling experience. Unexpected disasters are a constant concern for Barbara Blumenthal and Suzanne Weisenberger of APPLE's Executive Programs. Demonstrations and hands-on training seminars keep major accounting firms informed about APPLE, but without the support of dealers in various locations, the professional level of these seminars could not be maintained.

At a recent Main Hurdman Partners meeting in Miami, Florida, the discovery that 15 out of 20 systems had not arrived was a potential disaster. With an audience of 250 anxiously waiting to get their hands-on experience, Suzanne was in a panic. "There was a lot of interest in APPLE, but we had no machines. Radio Shack was located next door with 25 computers, and we had 5." Suzanne rushed to a phone book and began phoning dealers at random. Three APPLE IIIs were immediately rushed over from Computer Factory in Miami. Jim Kiltie of Computer Village added two more APPLE IIIs, five monitors, and five disk drives to the rescue mission. "Jim's support was invaluable," explained Suzanne. "Not only did he deliver systems in record time, he also unboxed and set up the systems for us so that we could continue our presentation." Thanks to these dealers, the APPLE presentations went on to highlight the meeting, introducing approximately 400 Main Hurdman Partners to the world of APPLE.

Dealers came to the rescue again in Champagne, Illinois during a Deloitte Haskins & Sells Tax Manager Seminar at the University of Illinois. Lyle Hawkey and David Peters of the Byte Shop were called when it was discovered that two systems and two drives were not working. Lyle and David brought out loaner systems for the presentations, then proceeded to repair the malfunctioning ones while the presentations proceeded on schedule.

Hats off to all the dealers involved, not only in Miami and Champagne, but all the many other times APPLE needed a helping hand. These incidents of quick response and support continue to promote the concept of the APPLE family.

Catherine Nunes

APPLEs Light Up

(continued from page 1)

The Center went on to explain that they were no longer willing to jump in their car and run off to a computer store for a system or piece of software. They have created a place that is buzzing with activity and a hot line that is rarely silent. Thus it is imperative they stick around. The dealer they want is the dealer that will keep Detroit Edison's most frequently needed items in stock and bring them right to their door at a moment's notice. Sound demanding? True, but then, worth the effort when you are serving a customer that is so totally dedicated to bringing personal computing to all of its key employees.

Here's Where APPLEs Are Powering Edison:

AUDITING:

- Worksheets for the purpose of running coal audits.
- Quarterly work sampling reports.
- A series of rate comparison calculations for utility bills to enable the group to determine the best rate for a customer.

DETROIT DIVISION:

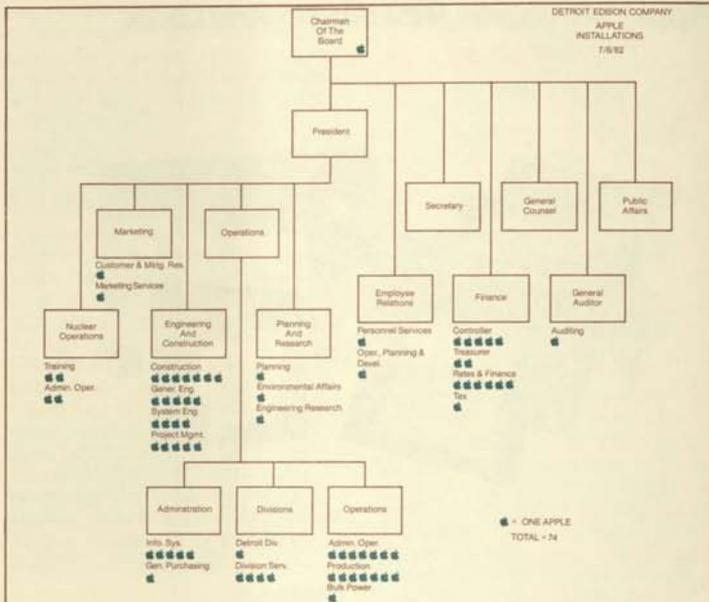
- Dispatchers at 6 monitors may view data, by warehouse, about overtime, seniority, call-out lists and manager information regarding line crews.
- Keep data about electrical interruption.

FINANCIAL ANALYSIS:

- A lease/purchase analysis to determine the best option when acquiring equipment for the company.
- Lease liability calculations.
- Cost of capital exhibits and work papers.
- Financial and economic analyses of all types.

GENERATION ENGINEERING-ARCHITECTURAL/CIVIL:

- Beam analysis, grid analysis and design, floor grid analysis and multi-story rigid frame analysis using the CP/M operating system and some specialized programs.
- Programs of their own for dealing with section properties.
- At Enrico Ferme II—APPLEs keep cooling pond data and do computation of radiological doses.



LOAD RESEARCH:

- An APPLE and special hardware from Fairchild and Co. monitor electric meters the homes of employees who are in the company's electric car experiment. The program runs automatically and stores the data on diskette for later use.

MONROE POWER PLANT:

- Testing the possibility of using an APPLE and the AppLab equipment to read thermocouples and store the data obtained.

PONTIAC ANNEX:

- Keeping track of tree trimming.
- Monitoring the progress of a contractor who is painting towers (towers completed vs projected).
- Keeping records of attendance and truck assignments.

SYSTEM ENGINEERING:

- Document indexing, design sheet indexing.
- Structural calculations.
- Employee time keeping.
- Contract administration work, cost estimating and purchase order number system.
- Investigating doing data acquisition from remotes in the field.

TAX:

- Federal Income Tax return for '81.
- Keeping track of property tax filings, budget proposals, and doing legislative analyses.

TREASURER:

- Bank borrowing interest calculations, daily bank deposit reports.
- Rate exchange verification for payments to Sunoco (Canada).
- Cash flow sheets with variance analysis.

RATE AND REVENUE:

- Transmitting rate case information to the state capitol previously with MicroCourier, now with ASCII Express.

ADMINISTRATIVE OPERATIONS:

- Burner velocity calculations.
- Keeping track of fuel-handling cost.
- Unit travel log (for coal).
- Planning and scheduling of fuel load for Enrico Ferme II.

PLANT ACCOUNTING:

- Keep track of line crew cost.
- Power pole testing data.

REVENUE REQUIREMENT:

- Fuel adjustment calculation.
- Generates bills for 12 steam customers.

WINNING

1
ISSUE

A SALES NEWSLETTER FOR APPLE COMPUTER DEALERS. FRANK J. BURGE, EDITOR.

NEWSLETTER PHILOSOPHY

The purpose of this newsletter is to keep you informed about what's happening at Apple. We'll spend some time philosophizing about this business of selling and share with you what the great minds in computer retailing are thinking. And once in a while we'll even tell you what we think.

Hopefully in the process of reading this you'll get some ideas on how you can increase your sales successes. And, what's working for a retailer in Dallas may work for a retailer in Des Moines. After all, we're in this together.

Our motives are selfish, we figure that you'll work harder to sell our products if we make your job easier. We're also convinced that small improvements in sales techniques can have a major impact on your business - and ours. In this first issue we'll talk about Dick Heiser and his sales pros in Santa Monica and about the people in Dallas and Miami who are doing their best to keep Apple the most successful name in personal computing. Next time we'll talk about a result's getting Apple-A-Day promotion put together by the folks at the Recreational Computer Center in Sunnyvale. Meanwhile, if you have success stories you'd like to share with other sales pros, give me a call at (415) 329-0810. Ask for the Apple II newsletter guru. Call collect.

A WORD ABOUT CUSTOMER-ORIENTED MARKETING

The objective of any company is to offer a basket-full of customer satisfactions so that people will want to do business with you rather than your competitors. This means you must know what satisfies those potential customers, what they value (not what you value), why they would invest in your product, what they expect it to do and, finally,

(and often most important) you must be aware of the problems associated with using the product.

When I was a kid, Sears Roebuck was the shortcut to the park, with the usual stop at the sporting goods section to toss around a basketball, try on a helmet, and in general pester the ever-patient salesman. When TV first hit the street, we abandoned "sporting goods" for the "radio" department where we would sit on the floor for hours looking at a 9-inch tube through a magnifying bubble. Somehow after that we never seemed to make it to the park.

I can remember the inscription above the door of the Sacred Heart Chapel at Notre Dame. "God, Country, Notre Dame." In my neighborhood it was "God, Country and Sears." My Mom bragged about her 25-year-old Sears "ice box" and the 23-year old washer. Dad wouldn't drive on anything but Sears tires, with a Sears battery and Sears seat-covers. Make that "Sears, God and Country."

IN THIS ISSUE:

Newsletter Philosophy

A Word About Customer Oriented Marketing

The \$350 Sewing Machine for \$633

Yes, Selling is a Profession

Sales Pros from Santa Monica are #1

Florida too!

We're big in Dallas

About Advertising, Promotion

Local Promotions

Operating and Service Tips

Software

About the Editor

Last time I looked, Sears was the nation's largest retailer (17+ billion sales, 800+ million earnings) and those 800 million dollars in earnings exceed the combined earnings of all the other retailers in the top ten. Sears isn't the bargain basement of the retail set. They don't win on price, nor necessarily have the best quality. But in the old neighborhood they were perceived as something special, a place the streetcar motorman, the corner cop, the foreman, could shop with confidence and a guarantee of satisfaction, no matter what problems there were with using the product. Years later when I worked for IBM, there was that same feeling, that absolute customer confidence that no matter what problems the customer might have using an IBM product, somehow the customer would be taken care of - that guaranteed security blanket. In both cases, "What problems will the customer have using our product, and what are we going to do about it" was given more than lip service. It was the cornerstone of the marketing strategy.

THE \$350 SEWING MACHING FOR \$633

About three months ago, I had an experience that pretty well summarizes the difference between the professional salesman and the amateur.

We had decided to trade in our \$95 sewing maching for a more modern, versatile machine, mostly because my oldest daughter had shown a real desire to sew her own clothes. Anyway, we figured we'd spend \$350. Since I've already told you about how the folks from the old neighborhood felt about Sears, it's no surprise that my wife said, "Let's go to Sears and get a machine. After talking about it for a few minutes, we decided we would also shop at one other store, The Singer Sewing Machine Center ... so ...

Our first stop was Singer, where we were met by a gal with a most pleasant smile and what appeared to be genuine interest in helping us. "We want to buy a sewing machine." "Fine, can you

tell me who will be using it and give me some idea of how well you sew and the kinds of things you think you'd like to make." And with that the sales gal began to qualify (what is it you value, what do you expect the product to do, what kind of problems might you have using it.) Once the gal "qualified" us, she began to show us what we could get for \$129 (although we told her we were willing to spend \$350). She demonstrated each machine (product knowledge) showing how you'd do a button hole with this one, how the \$259 machine offered a little more . . . working her way to the top of the line, which I think was around \$900. She showed how this particular feature made it easy to make the blouse she was wearing, how the other feature came in handy on the skirt and on and on. After about 30 minutes my wife and daughter were pretty much convinced that they wanted to be able to do more than the \$350 machine would provide. Anyway, what started as a shopping trip to trade in a \$95 machine for a \$350 one was about to end up with a \$633 purchase with the \$95 machine refurbished free

**How to buy
a personal computer.**

What you need to know: The best way to buy a personal computer is to go to a store that has a good selection of computers and accessories. This way you can see the computers and accessories in person and ask questions. It's also a good idea to go to a store that has a good reputation for customer service. This way you can be sure that you will be getting a good deal on your computer and accessories.

What you should look for: When you are looking at computers, you should look for a computer that has a good selection of software. You should also look for a computer that has a good selection of accessories. This way you can be sure that you will be getting a good deal on your computer and accessories.

How to get one: The best way to get a personal computer is to go to a store that has a good selection of computers and accessories. This way you can see the computers and accessories in person and ask questions. It's also a good idea to go to a store that has a good reputation for customer service. This way you can be sure that you will be getting a good deal on your computer and accessories.

of charge (for use by a younger daughter) and free sewing lessons for two. We said, "Thank you, but before we decide we want to visit Sears." Off to Sears.

As we approached the Sears vacuum cleaner/sewing machine department, we could see three guys standing at parade rest along side the aisle, waiting to pounce on anybody that looked like a prospect. At least that's the appearance they gave us. We arrived. "We'd like to buy a sewing maching." "Fine, how much did you want to spend?" And from there it was downhill. The salesman didn't know his elbow from second base. He knew all the prices, the monthly payments, but was not equipped to explain the features and benefits each machine offered (it seemed he was terrified at the thought of demonstrating the machine). Nor did he take the time to qualify either my wife or daughter in terms of their current skill, what they wanted to sew, etc. He also gave the impression that he wished we'd either hurry up and buy or go away so he could go back to his parade rest position on the aisle. After about two minutes I left and went to the sporting goods department to browse (sweet memories). My wife and daughter had more patience, they lasted another eight minutes. Finally they gave up, headed for the sporting goods section (where they were sure to find me). "Come on, let's go back to Singer and buy that machine." We did.

YES, SELLING IS A PROFESSION

The whole point is that professional salesmen do make a difference, a big difference. While our Sears-Singer experience may be unusual, it does point out what professional selling is all about.

The gal at Singer obviously liked what she was doing; more importantly, she knew she was good at it and it showed. She was absolutely convinced of her own ability. The guy from Sears with his parade rest attitude started off on the wrong foot. He created a high pressure, pounce on 'em atmosphere that was difficult to forget. It almost

looked like he was on temporary duty just putting in time until he got promoted to ladies underwear or luggage.

It's easy to tell the short-timers, the temporary duty guys; whether they're at parade rest on a Sears aisle or selling electronic stuff in Dallas. The pro loves selling, the amateur considers it a temporary hucksters job. Every morning he counts the days 'til he's promoted into that cushy inside marketing job at headquarters. The temporary duty guys will do anything to get a sale. The professional promises what he can deliver. The amateur's attitude is get the buck and run. The pro says, "Hey, I've gotta live with these folks for a long time, I gotta be concerned with what happens after I deliver on the promise." With the amateur, it's promises, promises... With the pro, it's "promise what you can deliver." Amen.

Every day more and more people are learning about personal computers. And many of them are interested enough to take the time to walk into a store. They need help in making the right choice. And it's what happens in that one on one, prospect to salesman relationship that will have the greatest impact on the growth of this industry. We can do all the promotion, all the TV money can buy but it's all worth zilch if the front line salesman blows it. That's an awesome responsibility - but it's also what makes this business of selling the most satisfying profession there is.

SALES PROS FROM SANTA MONICA ARE #1

Dick Heiser opened the world's first computer store in July '75 in Santa Monica. And when we ran our January promotion, the sales pros from THE COMPUTER STORE sold more Apple II products than any retail location in the U.S. network, by a bunch. Nothing is quite as much fun as winning. And as you can see from the photo (Dick Heiser on left, Gene Carter on right) the \$500 reward for being the best



was most appreciated. Anyway, a special thank you to our friends from Santa Monica.

How do you get to be the best? First of all you find eight salesmen who are as involved in and excited about this business as Dick Heiser. Next, you create an environment (demo units with voice recognition and printer) that's conducive to turning prospects into customers. And, if you're lucky, one of the salesmen will be Greg Ames who will announce to the other seven that he can sell an Apple II to anyone. Before long, there's a friendly rivalry and everybody's selling more than they ever thought of selling before. And the momentum builds. "Hey guys, just sold another!" ... you can almost feel the momentum. This is a fun business.

FLORIDA TOO !!

Mitch Feig from the Byte Shop, Miami, was just about ready to give up on Apple. The early documentation was lousy. Then, suddenly, things got better. And better. Phil Roybal appeared on the scene and spent an afternoon demonstrating and talking about Apple II. Mitch got turned on. And things began to happen, like orders. Mitch credits the renewed activity in his area to the TV ads from Radio Shack. It's making more people aware of computers; they're beginning to shop around. (Yes, Virginia people like to shop.) And, let's face it, The Radio Shack TRS-80 with a lower entry price is no match for Apple II. In fact, a 16K TRS-80 with disc is more expensive

than a similarly equipped Apple II. More performance. Less bucks. Hey, selling Apple II is fun.

WE'RE BIG IN DALLAS

Bob Rogers, CompuShop, Dallas, is one of the most successful Apple dealers anywhere. And for good reason. First, he's devoted 40% of his display area to Apple II, with a continuous demonstration of two machines with printers, speech lab, etc. One demonstrates high resolution graphics (he uses a color monitor instead of a TV). Bob has had tremendous success with the user's club he helped set up. It's called Apple Corp. Over fifty regular members and their monthly meetings attract scores of future users. (Remember, today's Apple customer will spend \$1,000 next year on upgrades.) In addition, Bob is very involved in promotion. He donated an Apple II to the local Public Service Television auction. The donation brought three days of local TV exposure. And, two people at the station bought computers. His current promotion is keyed to a free 4K Apple II give-away. To qualify for the drawing, all you have to do is fill out a questionnaire. It gives Bob a demographic breakdown of his target audience. Good idea.

Being in Radio Shack's home town has certain advantages. There's a Radio Shack down the street. When they launched the TRS-80, they had four specialists with machines giving demos all day. Customers would be lured to Radio Shack with local TV advertising. They'd come in and browse, watch the demo - and get interested. Then they'd wander into the CompuShop. Bob sold five Apple II's the first day of the Radio Shack promotion.

Anyway, our appreciation to Bob Rogers and his eight professionals; we're getting our unfair share. This really is fun.

Radio Shack is helping build the market. When they come into your area with their blits, oil your cash regis-

ter. Remember people like to "shop". Let Radio Shack turn people into prospects. You and your professional sales folks can turn prospects into customers. Customers are better.

ABOUT ADVERTISING, PROMOTION

We're continuing to make substantial investments in both public relations and advertising. The ads are aimed at both consumers and computerists. And they will increase traffic into your store. Our objective is to turn consumers and computerists into prospects. Your job is to turn prospects into customers. That way we both win.

We currently have three ads. The "A is for Apple", quarter-page ad is directed at Consumers and is running in Playboy, and Scientific American. Our objective is to get consumers to associate "Apple" (a great consumer name) with the exciting and growing field of personal computing.

The second ad, "How to buy a personal computer", is a full page ad directed also at the consumer and runs in Playboy, and Scientific American and the American Way, inflight magazine for American Airlines. The ob-

jective is to make the consumer feel more comfortable with this whole business of personal computing. We want consumers to look to Apple as the company (with your help) that can help them make the right purchase decision. And as an ad follow up we send 'em the "How to buy a personal computer" brochure.

The third ad, "Why Apple II is the world's best selling computer", is aimed at the person who has a better understanding of computers. It runs in Byte and Interface Age. The copy is more technical and the right hand column is used to announce our new peripherals. The right hand column will change each time we introduce a new product.

In addition to our advertising investment, we've also been working hard to get favorable publicity in the trade, consumer and business press. And it's working.

The June issue of Playboy featured Apple II in the GRADS 'n' DADS section. And Penthouse had some nice things to say in their June issue. The June issue of Esquire has a superb story on Steve Jobs and Steve Wozniak and the Apple success story. The May-June issue of Elementary Electronics carries a product evaluation of Apple II - a very favorable rating. And, we got similar high marks from the review in the March issue of Popular Science. The April 24th issue of FORTUNE carried a very interesting article on computer stores with a good plug for Apple II, well worth reading.

What's the point? Simple. There's lots of press being given to personal computing and Apple II is getting its fair share. This is a fun business.

LOCAL PROMOTIONS

Apple II makes a super graduation gift and the smart retailer uses graduation as a special event to get parents to invest in their children's development. If you haven't done a local graduation promotion, start thinking about what you can do for the "Back to School" event. It means



opportunity. And we have Apple II line art available free of charge. Just drop Gene Carter a note and he'll send you materials you can use to build ads in your local papers, direct mail ... whatever. While we're talking about investing in our children's education, we might mention something that piano retailers have known all along. The piano is a symbol of cultural elevation - the mere presence of a piano in the home (usually bought for a child) brings credit to the parents. Think about it. Doesn't the same psychology apply to the personal computer?

Don't forget to keep a list of Apple II owners. A good starter for your local users group. And since repeat business is important, it's your prospect list for new peripherals, upgrades, etc.

One final point. Remember to take advantage of those local Radio Shack blitzes. Promote yourself and get those prospects into your store. You know how to sell personal computers. Apple II is a superior product. You've got a tremendous advantage. What fun.

OPERATING AND SERVICE TIPS

LOADING FAILURES

Nothing is more frustrating than failure to load a program. Usually, Apple II gets blamed, but in almost every case, it's a faulty tape recorder. Mis-aligned playback heads on your tape recorder cause problems. And even expensive tape recorders suffer from azimuth misalignment during shipping and handling. Usually the audio technician in the retail outlet readjusts the azimuth prior to selling the unit to the consumer. On inexpensive tape recorders, particularly those without tone controls, alignment is particularly critical. Standard alignment tapes are available from most audio specialty shops. An Apple Computer pre-recorded tape is also a good alignment tape - a skilled ear is



all that it usually takes to adjust the azimuth. A volume setting of 30% to 60% is acceptable with most recorders. Experiment with the volume and tone controls for best results and then mark the spot on the controls.

PARALLEL PRINTER INTERFACE CARD MANUAL - OOPS!

There's an error: page 9, Centronics printer, should read: Amphenol type 57, part#57 - 30360 Connector.

SOFTWARE

Some Common Basic Programs (\$7.50)

Adam Osborne has published this book which is chock full of various scientific, statistical and business programs. They will run in AppleSoft BASIC. The book is written by Poole & Bouchers. Contact: Osborne Associates, P.O. Box 2036, Berkeley, CA 94702 (415) 548-2805.

Microproducts/Apple II Co-resident Assembler (\$19.95)

Available from Microproducts, 1024 17th Street, Hermosa Beach, CA 90254 (213) 374-1673.

Apple II Basic Programming Manual (125pp)

Written by Jeff Raskin in conversational, easy-to-understand English. Not computerese. It's an excellent beginning for just about anyone. And, best of all, it's written specifically to help you with Apple II. Anyway, this new book is a super

sales tool. Sell it. Give it away - but have it out in full view so people can pick it up and look through it. It will get you orders for Apple II.

To Order: Part # A2L0005
Suggested Retail Price: \$5.95
Minimum Quantity: 30 @ \$3.00 ea
Delivery: Stock



ABOUT THE EDITOR

Frank J. Burge is Vice President, Marketing, Regis McKenna Inc., working out of corporate headquarters in Palo Alto. Regis McKenna, Inc. is a \$9,000,000 advertising, graphic design, publications, and public relations company. Their clients include a broad range of consumer and technology firms - from Apple Computer to Intel; Bruce Church lettuce to Tred 2 tennis, racquetball and running shoes; to Wyle Distribution Group, the West's largest distributor of electronic components and systems.

Frank, a BSEE graduate of Notre Dame, started his career as a design engineer at IBM; then became a salesman at Beckman Systems (PDP-1 based data acquisition systems), was later sales manager and director of marketing at Fairchild Systems Division and Vice President, Marketing, at Data Technology. Prior to joining Regis McKenna in 1974, he was Director of Western Operations for the publishing division of Cox broadcasting.

Frank is a frequent contributor to consumer electronics and personal computer programs at WESCON, MIDCON and ELECTRO and the author of over a dozen articles on sales and marketing.

In addition, he regularly conducts sales training workshops for both consumer and technology companies.



TILL NEXT TIME

Well folks that's it for now. Next time we'll continue to talk about getting and keeping the unfair advantage.

We'll also be sharing some success stories from other Apple dealers. What local promotions are working the best. What trends seem to be developing - is today's customer different than yesterday's. What applications seem to be most popular. Anyway that's it. Thanks for listening.

disk II™

\$495.

INTRODUCTORY PRICE



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