

# UPDATE

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## IN CHICAGO: TWO'S COMPANY — THREE'S A TEAM

There's an old saying that "two heads are better than one." In the case of the Joint Systems Development Group, (JSDG), in Chicago, three "heads" helped please a major customer and substantially improved revenues from that customer.

JSDG is a National Account team composed of three members of the Chicago Management Services Branch: Bob Wallace, technical services specialist; Merle Shao, technical services representative; and Sari Hart, technical representative.

The team concept involves the use of three people providing dedicated technical and developmental support for one major account. According to Joan Burton, Headquarters Sales account manager, the team members can become more involved than an individual AR or TR who supports several accounts, and thus can acquire more sensitivity towards the customer "because they spend all of their time in the one company working on company projects."

Lowell Maitland, the Arthur Andersen & Co., national account manager, working with Branch and District managers, assigned the JSDG to AA & Co. in the fall of 1978. Lowell says, "I feel that . . . the efforts of the group have exceeded our best expectations because of its ability to generate revenue, enhance the GEISCO image, and foster good relations with this important customer."

According to Lowell, objectives of the JSDG are to "increase the market share, assist on major client-related systems, and produce earlier revenue." He points out that revenue and visibility of GEISCO are higher at AA & Co. since the group was started, and says that future projects also look very promising.

Lowell is very conscious of a need

to keep the team at least at its present high productivity level. "We are fighting a continuing battle to justify the team," he said, "and we must constantly be sure we have the revenue dollars there to see. So far, we have had them." With ten completed projects in a 21 month period, and a 50% increase in revenue from 1978 to 1979, the numbers are indeed there.

Joan Burton explained that GEISCO and Arthur Andersen, by mutual agreement, decide what projects JSDG will work on. JSDG then follows any one or a combination of three basic designs:

- joint participation with AA & Co. personnel

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## "A NEW IMPETUS FOR INTERNATIONAL THINKING"



*Product Requirement Workshop attendees (l to r): Front row: John Perkins, Marketing Planning; Jim Miller, then manager, Marketing Planning; Pete Lovell, DBMS Group, Nashville; Chuck Hurd, European Marketing; Rafael Lobato, Mexico; Reggie Miller, chairman, IPR Workshop; Timo Airosmaa, Finland. Second Row: Mike Chamberlain, manager, Product Marketing Plans; Tulio Lopez, Puerto Rico; Peter Nielsen, Denmark; Tim Madison, Canada; Norbert Quinkert, Germany; John Taylor, U.K. Third Row: Paul Tilley, IPR; Giuliano Venturi, Italy; Dave McIntosh, Canada; Rod Lemberg, manager, International Marketing Analysis; Steve Mudrick, manager, IPR.*

On June 18-20, representatives of GEISCO affiliates and distributors from Europe, Canada, Denmark, Finland, Mexico, Venezuela, and Puerto Rico were hosted by the International Product Requirements Group (IPR)

at a special Product Requirements Workshop, held near Rockville.

According to IPR representatives, the purpose of the workshop was to provide an opportunity for non-U.S.

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# L.A. LAUNCHES SALES BLITZ

## “Blitz: Any Intense Campaign”



*In the midst of the LA Sales Blitz: seated, left to right: Calvin Andrews, Barbara Schafer, Iris Jystard, Jeannette Ford. Standing: Len Bullock, Ron Jackson, Harold Stover, Bob Sussan.*

In May, the people of the Los Angeles District decided that it was time to flex their muscles and let some key customers and prospects know that GEISCO planned to be a major factor in the Los Angeles information processing marketplace.

After considering a variety of alternatives, they decided on a “Call Blitz” approach.

The “blitz” began when personalized letters outlining GEISCO’s serv-

ices and offerings were sent to 385 executives at the Executive-vice president level or higher. After a relatively short wait (a week), a calling day was set aside, and eight account reps from the district telephoned all 385 addresses. The calling day included breakfast and lunch, so that there would be a minimum of interruptions. To make sure that the telephoning was effective, Sam Cohen, manager of the LA Commercial Branch, drafted

a script and conducted a training session for the ARs involved. As a result of the training (along with a lot of enthusiasm and hard work), the calls resulted in 105 appointments, which were scheduled over a two week time period.

The 105 sales calls were made by the appropriate account reps, accompanied by one of their managers. Because of the high level of calls and the concentrated timetable, the blitz was able to attract some excellent help from outside the District.

The assistance came from the Western Region Staff in the form of Harry Hearn, manager of the Western Region, and Jim Carro, manager of Sales Planning and Support. Bob Fohl, manager of Major Opportunity Sales, made the trip from Rockville to lend his experience and knowledge to the effort. These people were added to the Branch and District managers who accompanied the ARs on the sales calls.

The results of the blitz in terms of revenue will unfold over the coming months, but other benefits have already been realized.

ARs now have sharpened appointment making and sales call techniques; the people of the Los Angeles District now know that there are talented resources ready to assist them when needed; several major pipeline opportunities have been identified; and there are 385 high-level executives who now know that GEISCO wants their business, and has the people and services to compete effectively for that business.

Congratulations are in order for the LA contingent. Now we know what a “blitz” looks like in the city of Los Angeles.

*by Harold Stover*

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**Editor:** Clare Aukofer (8\*273-4476)  
**Administrator:** Janet Mroz (8\*273-4539)  
**Summer Intern:** Sydney Smith  
**Documentation:** Dex Nilsson  
**New Sales Aids:** Janice Jefferson

**GENERAL**  **ELECTRIC**



## DOCUMENTATION

### MARKLINK™ TERMINAL, COURSE QUARTERLY AMONG DOZEN AUGUST DOCUMENTS

The **MARKLINK Terminal** reference manual (1300.13A) revision is the first for this book since introduction of the product in 1978. It includes new information, up-to-date statistics about the operating system, and all new photos and drawings of the system components. Several sections were deleted because they are now documented in a separate guide, the **3780 Emulator** user's guide (1300.14A). That book is under revision now.

New is the **MARKLINK Terminal Cross Support System** user's guide

(1300.41A), which describes the upgraded Cross Support System, which will fully compile, link, and debug MARKLINK Terminal-generated TPL application software using MARK III® Service capabilities.

There are five new and revised publications about applications:

The **JOBS\*\*\*** reference manual (3501.18B) has been revised to describe five new user commands and three new special instructions. It contains all new listings and runs reflecting current status of this job scheduling system.

The revised **BI/DATA** user's guide (5900.64C) includes a new trend analysis and forecasting package.

For GCOS Background users, the **MPS Foreground Programs** user's guide (5500.11C) has been revised primarily to include new examples showing the use of MPS3, Honeywell's Mathematical Programming System 3. Two Honeywell MPS manuals have newly-assigned GEISCO publication numbers; these are the **MPS CFMS Implementation** guide (5500.21) and the **MPS** user's guide (5500.22).

For MARK 3000<sup>SM</sup> Service users, the **SyncSort™** programmer's guide

(2400.03B) has been revised to bring it up to date with Release 2.3 software.

The **MIMS® Request** reference manual (5310.04) has been revised to describe MIMS requests under MIMS Version 8. This book of over 700 pages is the major reference work for MIMS users, but is not for prospects or persons casually involved.

Over 50 product-oriented brochures, called feature profiles, are listed in the revised feature profile **Index** (304.13D), revised in July. Available profiles are listed, and a keyword index provides references to specific ones.

The **Course Quarterly** (4000.01V) for October-December is to be mailed the week of August 25 to the 6,000 people on the subscriber list, and shipped in bulk to field offices. A major addition is the inclusion of schedules for 25 cities in nine European countries, which may be of significance to customers running international applications and desiring their overseas employees to attend classes. Don't forget that card 401.05 is the self-mailer that customers can use to subscribe to (and change address or discontinue) the **Course Quarterly** or **Leader** magazine.

## CHICAGO

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- sole participation, using system designs developed by AA & Co., where implementation is left to the JSDG
- participation in conjunction with CA and Regional technical support, with GEISCO people directly under AA & Co. supervision.

Besides the "numbers," there are other indications that the idea is working. Lowell says, "The group's prestige and visibility are increasing, and various departments within AA & Co. have been competing for JSDG services." Several interesting side effects are the increasing use of Custom Application services on AA & Co. projects, and more and more GEISCO revenue being generated by AA & Co. Practice Offices.

Lowell recommends the team concept, but cautions that several things should be considered before such a group is formed. An account team involves a high level of committed resources, since the team is completely

involved with one account. The first prerequisite for consideration of team use is the customer's interest and desire to employ such a group. Second, it is necessary to set up guidelines for the projects that the team will be working on, so that they are utilized only for high-leverage efforts. Third, the company must have a significant backlog of projects to reap the full benefit of those committed resources.

The JSDG team members are the key to much of GEISCO's success at Arthur Andersen and, thanks to them, Lowell hopes to see GEISCO win many new AA & Co. applications in the near future.

Donald Tyer, of AA & Co., expressed, in one of several letters to Lowell, his admiration for the team and specifically for the work Bob and Merle performed in assisting the firm on a Reporting System. He said, "I have been very impressed by the professionalism, talent, and dedication . . . They have been cooperative, understanding, and a constant source of technical information, good ideas

and solid achievement." He further said that the professionalism of the team "reflects well on the GE Information Services group." (Sari Hart, the third member of the JSDG, was recently awarded the Central Region 600 Stretch-Buck Award for the second quarter—one more indication of the group's success.)

Looking at the revenue growth and the esteem that the JSDG has earned, Lowell said, "It's surprising that no one else has come up with this idea—it's sure working for us." He quickly added, "Probably it isn't for all accounts, though, because the customer must show a high-leverage potential to be worth the committed resources." Use of such a team at CPA firms, such as Arthur Andersen, and possibly at other National Accounts, show great user potential and many secondary advantages.

For other Account Managers interested in this concept, Lowell will be pleased to provide further information concerning the team development and management. He may be reached on 8\*384-7891.









































