

Roger
Eddie

hlc
PLEASE PLACE IN
FILE

MEMORANDUM FOR
JERRY W. WILSON
V.P. SALES
8/20/97

August 20, 1997

To: All Division Managers

From: Roger Farmer

SUBJECT: DORAL 10¢ ADVANTAGE PROGRAM

Gentlemen:

Attached for your review is the analysis on the pre-testing of the above mentioned program. When we originally set up this test, each Rep was to "test" it on 3 accounts within their assignment (account must have good AIM). What I would like each of you to do is to complete the same analysis (as per attached format) on the remaining 2 accounts.

Our pre-test period is December/January/February, and our post period will be June/July/August:

- Enter AIM data utilizing the same spreadsheet for both the pre and post timeframes.
- Write an analysis on each account (like the attached) with the "results" of the Doral 10¢ Advantage Program for each account.
- The last section should be your overall viewpoint (changes/enhancements) on the outcome of the program and whether we should continue.
- Project is due to the Region office September 29, 1997.

Thank you in advance for your follow through.

If you have any questions, please advise.

Sincerely,

Roger

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cc: Barb Pearson

Attachment

(RCFARMER/2017CORR.DOC)

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