



# REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

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## BULLETIN XI

### PRESENTING THE DEALER'S SALES AGREEMENT

The stage is set now for completion of what may prove to be the finest distributor-dealer organization the Personal Plane Industry has ever seen. Certainly at the distributor level, Republic's representatives constitute a group unmatched in resources and experience. Already well known to each other for outstanding accomplishments in the past and particularly in the war period, Republic's distributors are developing new friendships with each other that can mean much to the future of the entire group and certainly to Republic.

Now, however, comes the great test of leadership -- the ability of Republic and its distributors to organize a great network of dealer outlets that will serve the public in every important sales area.

With the complete approval of the majority of its distributors, Republic now offers its standard Distributor-Dealer Sales Agreement, copies of which are attached with more going forward under separate mailing.

All variable features of Name, Address, Sales Area, Quota and Deposit are on a single page to be executed by Distributor and Dealer in triplicate. All three copies are put in the mail to Republic whose Sales Department after approval, returns the Distributor's copy (yellow) and Dealer's copy (white) to the Distributor. He then attaches the Dealer's copy to the 16 page Supplement Agreement and delivers it to the new Authorized Republic Dealer.

### COMMENTS ON USE

SALES AREA. The Dealer's Sales Area should be given by counties or townships and as a suggestion, should give population figures, as for example:

"All of Orange (18,450) and Dutchess (49,224) counties and Freestone Township of Ireland County (10,984) on an exclusive basis. Also, non-exclusive rights to sell in Abilene County until closed by appointment of another dealer."

Distributors are strongly urged to follow Republic's basic sales policy of giving all dealers exclusive sales areas except in large metropolitan centers where it is obvious that one dealer can not serve the population involved. Republic does not believe in overlapping sales areas nor in free-for-all selling in extreme "open" territory.

Intensive selling in protected, exclusive sales areas is like a rifle shot hitting a bull's eye. Scattered selling in extensive open territory is like chasing dollar bills in a big wind.

QUOTAS - Except in thinly settled, remote districts, or in certain unusual cases requiring special report, Republic asks that you do not appoint any Dealer unable to accept a minimum quota of five Seabees.

DEPOSITS - Some of our distributors have taken more than \$50.00 per plane as a deposit from dealers. In such cases when preparing the Dealer's Sales Agreement, write in the amount actually received explaining to the Dealer that \$50.00 is Republic's minimum figure.

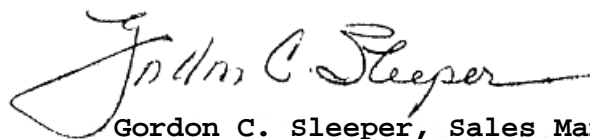
Most of our Distributors keep dealer's and customers' deposits in a separate bank account under careful ledger control. Please do not send these deposits to Republic.

#### DEALER APPLICATIONS

If no application is already on file at Republic, please send one of our new application forms with each Dealer Sales Agreement submitted for approval.

#### QUESTIONS

Any questions or suggestions relating to the use of the Dealer Sales Agreement will be more than welcome. No agreement is ever a perfect document and changes will doubtless be in order from time to time. At our first distributors' convention to be held when Seabees are rolling off the line, we can all exchange ideas to god advantage.



Gordon C. Sleeper, Sales Manager  
Personal Plane Division

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Enclosures (4)