

Seabee Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DISTRIBUTOR BULLETIN NO. 42

May 13th, 1947

CONVENTION AFTERMATH

By now most of you are home - many have called sales meetings of your own people - some have called dealer meetings. At least one of you broke a run of dull business by selling four Seabees over this past weekend. That news was brought today by Iggy Sargent of Philadelphia Aviation Company.

What did our convention accomplish? Its full benefits may not be known for months but it was worth while if only that we all know each other so much better - you know Republic's problems better and our people know yours better.

THE REAL CHALLENGE

The real challenge remains for us all to answer: Can we establish and maintain efficient sales organizations comparable to those of other industries? Can we sell our merchandise month after month and keep our factories operating the year around? Can we develop and sustain a sales volume sufficient to insure low prices?

As Bill Gershenson of Detroit said: We need more meetings to help each other find the answers to those questions. Meanwhile, I'd like to remind you again of the four-point program I outlined as a frame work for Planned Sales:

A FOUR POINT PROGRAM

1. RECOGNIZE THAT SALES PALNNING COMES FIRST. - What are your objectives and how much money do you make if you reach them? I took 100 Seabees as an illustration and showed that their sale of 20% at retail and 80% through nine dealers would produce \$58,750 of gross profit. I should have added that under my projected distribution of sales over the twelve months in which not less than five Seabees nor more than thirteen were taken in any one month, the maximum deposit with Republic averaging 45 days would never exceed \$5,700 during the year in which \$58,750 would be earned at present discounts.

2. RECOGNIZE THE IMPORTANCE OF MANY DEALER OUTLETS. Employ the finest sales talent to secure and hold good dealers because they will produce 80% of your sales or \$33,750 of profit in the 100 quota campaign used as an illustration.

Do not begrudge the higher discounts you pay dealers for their second and third sales increments i.e. 6 to 10 and over 10 because these are your low cost sales and this volume necessary for profitable operation.

Support your dealers by personal daily contacts and constant follow up. Some relationships can not be delegated to others. Visit your dealers personally on their fields and personally help solve their problems of selling, financing and servicing. How many other tasks in your daily program pay off at \$500 for a few hours of your time?

3. RECOGNIZE THE IMPORTANCE OF YOUR OWN RETAIL SALES - not in competition with any dealer you have or should have - Lord forbid - but from your own airport where presumably no other dealer is selling Seabees. If your quota is 100 and you sell 20% you make \$25,000 gross profit.

For this money you can afford two or three top notch salesmen on drawing account and commission but you or some competent person must direct them. You must have assigned prospects, planned solicitation and organized demonstration. Few salesmen are worth their salt without continuous supervision and definite assignments. Again I ask does any other investment of your time pay off better than in successful sales efforts?

Remember also that every member of your organization must be sales minded - trained in courtesy - trained to give right answers - trained to appreciate that his or her bread and butter depends on the good opinion of every patron of your airport and on the confidence of every patron in the products you sell. Increase their interest in sales by liberal bonuses for assistance in making them. Remember the Wiggins Airways plan and how it is paying off.

4. RECOGNIZE THE IMPORTANCE OF VISUAL CONTROL OF ALL SALES EFFORT. Chart your progress in reaching sales objectives. Fill in daily the new dealers secured and your successive deliveries to each of them - compare constantly with the quotas given them - give yourself a retail quota and watch how you reach it.

Control your deliveries to reach your objectives - favor neither yourself nor any particular dealer for the sake of temporary success but apply sales effort wherever needed to keep your entire planned program advancing.

Finally, consider Republic and so develop your market that in every month of the year some of your dealers are making sales so that for their needs and your own you are taking Seabees from Republic.

This, gentlemen, is the program of Planned Selling I tried to present to you at the Convention. It is not new, it is not original but it will work.

It needs to be supplemented by the use of Bob Scheirer's sales promotion material and Lou de Garmo's prepared advertising for your own and your dealer's use. You need to give your dealers clear objectives - you need to teach them to plan their sales, to use your methods of supervision and control. You have a man's job ahead of you but it is one you'll enjoy and one that will pay off in personal satisfaction as well as profits. It will tone up your entire organization and sell not only Seabees but every other product you represent.

I hope you will write me your personal reaction to this Bulletin. Let's get down to the business of selling more airplanes. Give me your ideas on how to do it and I'll continue to give you all I can find for you here at Republic.

JUNE ORDERS and DEPOSITS

If you are one of the 16 distributors who gave us new orders for June delivery totaling 149 Seabees but who did not have deposit funds with you - quite understandably - please figure what balance is due at \$300 a plane and let it come forward as the orders are not complete without it.

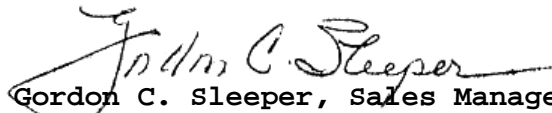
If you have not given your June requirements, for your own sake as well as ours, get it in quickly as production will not exceed 300 in June and an actual shortage is now indicated. All orders for June received after May 15th will go to the end of the list with no guarantee on our part that they will be filled.

IMPROVEMENTS WANTED

Remember that the last word at the Convention was that each of you will send us at once your list in order of importance of improvements you feel are necessary to maximum Seabee sales. Please send me this list at once. Some are already received and are very helpful.

THE NEW TAIL WHEEL

Production on the new tail wheel will be solid in another two weeks unless unexpected difficulties are encountered. Do not oversell it to prospects. It will be an important improvement but it does not turn forty-mile gales into summer zephyrs.


Gordon C. Sleeper, Sales Manager
Personal Plane Division

GCS:jmt

Encl.

SEABEE DISTRIBUTOR CONVENTION

Sunday Evening, May 4

Arrival of early guests. Assignment of double rooms principally available after 8:00 P.M.

Monday Morning, May 5

8:00 Breakfast

9:00 Registration and assignment of rooms.

10:00 First meeting in Grand Salon. Roll call and introduction of distributors and Republic personnel by Mr. Gordon Sleeper before formal opening of convention.

10:30 Mr. Mundy I. Peale opens the convention.

11:15 Mr. Peale presents Mr. P. H. Spencer as father of the Seabee

11:15-11:20 Mr. Spencer greets distributors.

11:20 Mr. Peale introduces Mr. Alfred Kemp as the Seabee project engineer

11:20-11:40 Mr. Kemp addresses convention on the operation of the Seabee engineering group.

Monday Afternoon, May 6

12:00 Mr. Sleeper outlines afternoon program and schedule for Tuesday. Makes announcements regarding Seabee fly-away plans, Westchester County Airport facilities, Treasury Department arrangements for paper work as scheduled deliveries.

12:00-1:00 Assignment of Seabees for Tuesday fly-away and completion of documents.

1:00 Luncheon in Main Dining Room.

2:15 Grand Salon. Opening of sales sessions. Mr. Peale introduces Mr. Henry Lehne, General Sales Manager, who talks on Republic's overall sales program, discussing military, transport and personal plane projects.

Monday Afternoon, May 5 (Contd.)

2:25 Mr. Lehne turns meeting over to Mr. Sleeper.

2:25-2:55 Analysis and discussion of Seabee distribution.

2:55-3:10 Question and answer period.

3:10-3:30 Introduction and brief field reports from Seabee sales staff.

3:30-3:35 Recess.

3:35-3:55 Mr. Ellington reviews the overall advertising, publicity and sales promotion program, giving basic concepts.

3:55-4:25 Mr. Louis de Garmo presents Republic's advertising program - past, present and future

4:25-4:40 Mr. Robert Scheirer discusses sales promotion methods and available material.

4:40 General discussion on entire sales, advertising, sales promotion and publicity problems, including questions and answers on sales promotion through use of Seabee in schools, charter service and other income producing activities.

Monday Evening, May 5

6:30 Liquid refreshments served in anteroom of Main Dining Room.

7:00 Dinner in Main Dining Room. No formal program except for showing of the Esquire picture.

Tuesday Morning, May 6

8:00 Breakfast

9:00-9:15 H. J. MacDonald, Factory Superintendent, tells story of Seabee production.

9:15 Allan Dysart, Manager of Quality Control, discusses inspection methods and problems.

9:20 Oscar Hass, Director of Flight Test, discusses flight testing of Seabees.

9:30 Howard Ehmann, Service Manager, outlines organization and functions of the Seabee Service Department and their relations to distributors and dealers.

Tuesday Morning, May 6 (Contd.)

Introduces his assistant, Ed Hlava, and Jack Weglage, who is in charge of spare parts and equipment sales.

11:30 Aircooled Motors Sales Manager, Chauncey Bennum, and Service Manager, Mr. F. J. Schaefer, discuss problems relating to service and replacement of Seabee engines.

Tuesday Afternoon, May 6

12:00 Luncheon in the Main Dining Room.

1:00 First busses leave for Westchester County Airport. Inspection of new hangar facilities of North American Airport Corporation while waiting.

1:30 C-54 takes off with first load of distributors. Second load follows immediately on return of C-54.

1:45 Landing of C-54 on first trip - conducted tour of building 17 followed by other increments on landing.

3:45 Group picture

4:00 Demonstration of P-84.

4:30 Return flight of C-54.

5:00 Flight of distributors' Seabees back to Westchester County Airport carrying passengers.

Tuesday Evening, May 6

6:30 Republic cocktail party in anteroom of Main Dining Room.

7:30 Dinner in Main Dining Room with impromptu entertainment.