

Seabee

Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DISTRIBUTOR BULLETIN NO. 43

June 3, 1947

THIS IS IT IN JUNE!

In May despite our convention, all pledges of loyalty, all the orders placed; all the deposits on hand, only eight domestic distributors took as much as five percent of their year's quotas; of these four took six percent, three took eight percent and one (Rankin Aviation Industries) took nearly eleven percent. Of the Canadians, all took five percent or better and one took twelve percent. Of our domestic distributors, four took four percent of their annual quotas, three took three percent, fourteen took two percent, three took one percent and eight distributors took no deliveries!

Some distributors did a grand job in May opening important new dealer outlets, reviving old accounts and increasing retail sales.

Republic delivered 126 Seabees all with the standard tail wheel except for the last days production, of which 81% went to domestic distributors, 12.7% to Canadian and 6.3% to overseas distributors.

Let's call May abnormal. Let's say you were waiting for the new tailwheel - you were clearing the decks for the big push. Well, how about June? We are running solid on the new model; we've added color without cost - red - blue - green bottom hulls and striping, changing every two weeks. We have 300 Seabees scheduled for delivery or only 7% of quotas totaling 4,257.

Will you take your quota for June? Will you start taking in this week and every week of June? Will you keep the wheels turning at Republic or do you expect someone else to do it?

This is a time to fish or cut bait, to prove that you can function as a distributor or to tell Republic that in one of the best vacation months of the year, in one of the most prosperous years of our lifetime, in a period when Uncle Sam is paying \$125,000,000 a year to teach new pilots to fly, you cannot sell from five to ten Seabees a month.

If I can get you mad enough maybe you won't take no everytime a prospect says he guesses he'll wait, or a dealer says he's pretty busy in his G.I. school. Hell's bells, every life insurance sale starts out with a prospect saying: "Leave me alone. I don't want any life insurance!" Yet billions of life insurance will be sold this year. Can't we learn anything about salesmanship from other industries!

The Seabee is the biggest buy in aviation. Fred Tobey of Wiggins telling me about his troubles with other makes of airplanes said, "Thank goodness these market conditions do not affect our Seabee sales the same way."

Dartmouth Airways of Lebanon, New Hampshire, bought a Seabee of Marden Airways a bare two months ago. I stopped off there last week. Bob Leske, president of Dartmouth Airways, told me they had taken in \$3,000 with their Seabee since they put it in their G.I. School. They want another for their school at Newport, Vermont. How many Seabees have you sold to G.I. schools since our convention?

SPEAKING OF DEALERS

How many new dealers have you opened this past month? How many of last year's contracts have you renewed? Why is it that every week the same distributor names appear on the Dealer Franchises sent in for approval? How many of your dealers have qualified for the \$875 profit bracket by selling their sixth Seabee? How many have you in the \$1,000 bracket because they have taken their eleventh Seabee? We give a silver star on our maps for every 6-10 dealer and a gold star for every 11 and over dealer. Remember all sales are cumulative from the beginning. There is no incentive to sales more potent than an extra discount. Later we hope to give our distributors special recognition for outstanding success.

LET'S LOOK AT THE RECORD

With this bulletin are two forms that can give a perfect picture of your sales distribution to date. One is for you to keep. The other we want you to complete and send back to us promptly.

Write in the names of all the dealers to whom you have sold Seabees and list your own branches - if any - as dealers. Now under each name, color in the squares in red for Seabees sold before April 1st meaning under last year's contract and in blue the sales made since April 1st under your present quota. Now in ink write over the colored spaces the Republic serial number of the plane delivered. In the first column enter your own retail sales in the same color scheme and give the serial numbers.

A business - yours or ours - that does not keep track of its sales is blind and unable to plan its future.

SPEAKING OF SALES DEPARTMENTS

What have you done to strengthen yours? How many people in your company can give good Seabee demonstrations? How many demonstrations a day or week do you give to good prospects? How many prospects have you? What record of them do you keep? Who follows up this prospect file? How often? Have you personally gone back to last year's Seabee prospects or old customers who canceled out to give them a brand new demonstration?

Have you gone to every customer to whom you have delivered a Seabee to ask if he is pleased, to ask for the names of his friends who have shown an interest in his Seabee. Are you avoiding him because you know he has had trouble? If so, go to him at once and go to any limit necessary to get him satisfied for if he is for you, he is your best salesman and you pay him no commission but if he is not for you, he is working night and day against you.

What advertising have you done since Bob Scheirer gave you his big broadside of available mats? How many dealer meetings have you held - what sales contests are you running? How do you rate for showmanship?

I ask no favors. I ask only that you realize that we are in partnership for mutual advantage. Republic's success will profoundly affect the future of the personal plane industry.

Republic's withdrawal might in Chet Hall's words "put the personal plane business back ten years".

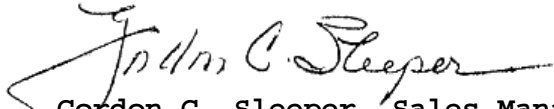
IN SUMMARY

You who have good sales departments, you who have made good service a cornerstone of your business, you who have sold more than your share of the first 1,000 Seabees now produced, know how little this Bulletin is directed at you.

Yet all of us can profit by searching self analysis. We can improve our methods, we can change our outlook. We can work harder and more intelligently.

I welcome your comments on this long bulletin but say it with orders first. Wire us your releases for June starting today and as this is now the first of the month, please send your orders and deposits for July which will also be another 7% month or 300 in all.

Sincerely yours,

A handwritten signature in cursive script that reads "Gordon C. Sleeper". The signature is written in dark ink and is positioned above the typed name.

Gordon C. Sleeper, Sales Manager
Personal Plane Division

June 3, 1947

To: _____

STATUS OF ORDER ACCOUNT

For your information and guidance our records show your Seabee account with us as of May 31st as follows:

Delivered to date
Delivered since April 1st
Ordered in May
Delivered in May
Balance carried to June
June Orders

TOTAL TO BE DELIVERED IN JUNE ON MAY AND JUNE ORDERS

JULY CALL

You are requested to confirm by new orders and accompanying deposits your acceptance of July's production quota which is 12% of your annual quota or _____ Seabees.

Please use the enclosed order blanks and as a special favor, try to get your reply to us by Monday, June 9th, at the latest.

All Seabees allocated for delivery after June 1st will have the new steerable tail wheel. Kits for earlier Seabees are in preparation and details of their allocation will be sent you as soon as possible.

REPUBLIC AVIATION CORPORATION

Gordon C. Sleeper, Sales Manager
Personal Plane Division