

is no room for emotional appeals, incentives, and excitement.

We do not agree. To envelope the basic idea in an atmosphere of excitement, we decided to hitchhike onto a current topic of high conversational value—one that also lent itself to dramatic and exciting visual support. That was the space theme, which had been so recently and effectively launched by the first Russian Sputnik.

Accordingly, we called our program "International's Full Orbit Service," with the tag line "Out of this world service—for down to earth results."

Our first job was to stimulate our salesmen. When they attended the first meeting which announced this program, they were exposed to a wholly new approach for industrial sales meetings. No effort was spared to create an atmosphere of excitement, and to see that it rubbed off on the participating sales force.

This same excitement was transmitted to the customer. Similar space treatments were provided at various customer conventions and regional meetings; advertisements, direct-mail, and give-aways all drew on the space theme. But each continued effectively to convey the basic message: "Now, from International, a new kind of service to help you sell more merchandise profitably." In addition, we held a press party, inviting all of the editors of the trade press. They were subjected to the same dramatic treatment as our customers and salesmen.

This program was launched in mid-1958. A second meeting was held in December, at which time new and valuable services were added to the program. The results have been excellent. Not only have we succeeded in getting tremendous editorial support, in opening new accounts, and upgrading old accounts, but we have also definitely succeeded in creating a wholly new supplier image in the fertilizer industry. The customer response and increased sales have been most rewarding.

We are more thoroughly convinced than ever that profits can be made in the fertilizer industry, and that the way to make them is to create conditions such that price alone is not the only factor considered by the purchaser.

We see in "Full Orbit" a strong additional factor in influencing buyers, a program of service to the customer that points the way to profitable selling through sound merchandising and sales techniques—and not through price cutting.

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