



## SALES SUMMARY

[BEFORE: Unfocused]

TO: J. Marple, Sales Manager May 9, 2006  
FROM: W. M. Rice  
SUBJECT: Super-Store Account Call

On Wednesday of this week, Dave Burke and I had an appointment with Tina Ware at Super-Store. Frankie was also there. My main objective of this call was to sell Tina on the Mexican Ketchup roll out, update Tina on our salad dressing business, and discuss Healthze canned fruit.

First, I shared some market data for the ketchup category. Tina is very knowledgeable about the top brands in her categories and the numbers I shared with her just helped to strengthen her awareness of the leadership of these brands. Tina agreed to buy 486 cases of Mexican Ketchup for her 81 stores to back the summer ketchup event.

The salad dressing category is a hot button right now. Howell seems to be the most aggressive competitor, and they are fighting hard against us. Howell sold a change in the shelf alignment for Super-Store reducing our space to 25%. Some of the numbers Tina was sharing about Howell's business seemed to be inaccurate, leading Dave and me to believe Howell used incorrect or skewed data to sell Tina and Frankie. Tina did agree to look at it again in a few weeks but what we need most are more sku's. I will follow up to make sure Tina and Frankie at least have the accurate data on which to base their decision.

Tina is excited about our Healthze business and agrees that this brand is going to be the top brand. We suggested she move the price down to \$1.19 to keep its pricing consistent with consumer expectations for a fair price for this product. However, she is featuring Super-Store's house brand at \$0.99 in feature ads and is not ready to move yet to lower Healthze's current \$1.29 price.

Tina was about an hour late seeing us but we were not rushed and spent over an hour with her. Tina was very open and sharing about the Omaha market and trends she sees. Also, we had lunch with Frankie today to give Dave a chance to meet him. Dave shared a lot of his perspectives on our team business, which was very interesting. I really enjoyed our day together.

**[AFTER: Focused on Sales Manager's Goals]**

TO: J. Marple, Sales Manager May 9, 2006  
FROM: W. M. Rice

SUBJECT: **RESULTS OF 5/8/06 SALES CALL ON SUPER-STORE**

This summarizes the results of my May 8 sales call on Tina Ware, Senior Buyer for Super-Store. I had three main objectives for the call:

- Selling the Mexican Ketchup roll out into Tina's stores.
- Developing an action plan responding to Super-Store's recent reduction in our salad dressing shelf space from 32% to 25% of the category.
- Gathering information on Super-Store's pricing plans for Healtheze canned fruit.

Also attending were Frankie Beane, Tina's assistant buyer, and Dave Burke from our Houston office.

**RESULTS vs. OBJECTIVES**

1. **Tina agreed to fully support the Mexican Ketchup rollout for her 81 stores, buying 486 cases, 102% of our target for her stores.** Our test market data clearly demonstrated to Tina that Mexican Ketchup would increase Super-Store's sales and profits in the ketchup category.
2. **We agreed that I will provide data Super-Store will use to review their allocation of salad dressing shelf space.** Our records suggest Howell provided Super-Store with inaccurate data about Howell's business, leading Super-Store to reduce our shelf space. If Tina agrees that our information is more accurate, Super-Store is likely to increase our shelf space allocation so we can add the SKUs we need in this competitive segment.
3. **We learned that Super-Store plans to maintain current \$1.29 Healtheze pricing at least four more weeks** because Tina is promoting Super-Store's home brand at \$0.99 in a price comparison ad. After the promotion ends, she will then consider lowering Healtheze's price to \$1.19, a price that better meets consumer expectations.

**FOLLOW-UP**

1. I will provide Tina with accurate salad dressing data by May 15.
2. I will check back with Tina by June 8 to review Healtheze pricing.



## PROCEDURAL MEMO

[Before: Disorganized Procedural Memo]

*To: Help Line Telephone Administrators*

From: Password Code Administrator

Date: 14 February 2007

*Subj: Password Code Deletions and Additions*

Password codes must be selected when a help line telephone administrator no longer holds the position. New password codes which are unique and difficult to break should be assigned to replacement personnel.

Password codes should be deleted when a help administrator leaves the team or when they are no longer responsible for that help line. When new help line personnel are assigned, he or she must obtain new password codes. The password code of the new administrator must not be the same as the password code of the old administrator.

Administrators may add or delete a password code by obtaining, completing, and forwarding a Password Change Request Form (PCRF) to the attention of the Password Code Administrator at Hilton Woods Security Center, M. L. HW-176, 7450 Central Hills Drive, Cincinnati, OH 45249-2502. Also be sure to submit a PCRF if you are not receiving summary reports of your client interactions. Include your social security number and current password code, check the Summary Report Box, and list all departments which you are responsible for.

Your five-digit password must be selected so it is not easy to break. Recent research showed that about 12% of passwords are what we would classify as "easy to break," being the same number five times, or a set of sequential digits. These choices are unacceptable, and administrators who had held them in the past had to change them. Instead select a sequence made up of random numbers for security purposes.

If you have questions, do not contact me. Talk to your department head, who also has copies of the appropriate forms to use to complete this task.

The total cooperation of all help team administrators will be appreciated.

*[After: Organized procedural memo]*

**PROCEDURES FOR CHANGING PASSWORD CODES**

To: Help Line Telephone Administrators  
From: Password Code Administrator  
Date: 1 February 2007

**Please follow the procedures described below for filling out a Password Change Request Form (PCRF). This form must be filled out any time a help administrator leaves or joins the team. Also submit a PCRF if you are not receiving summary reports of your client interactions. You may obtain the PCRF from your department head.**

**1. Fill out the Password Change Request Form**

**Use this form to**

- 1) Delete and add password codes for help line telephone administrators,
  - 2) Allow new team members to receive help line verification reports,
- and
- 3) Select secure passwords.

**Be sure to include, as appropriate**

1. Your current password
2. Your social security number
3. All departments for which you are responsible
4. A checkmark in the "Send Verification Report" box
5. A five-digit security code made up of random numbers.

Note: A password will not be approved if

- it is the same as a currently or previously in-use password
- it consists of consecutive numbers or a single repeated digit.

**2. Send the completed form to**

Password Code Administrator  
Hilton Woods Security Center  
Mail Location SW-176  
7450 Central Hills Drive  
Cincinnati, OH 45249-2502

If you have questions, talk to your department head.

Thank you for your cooperation.