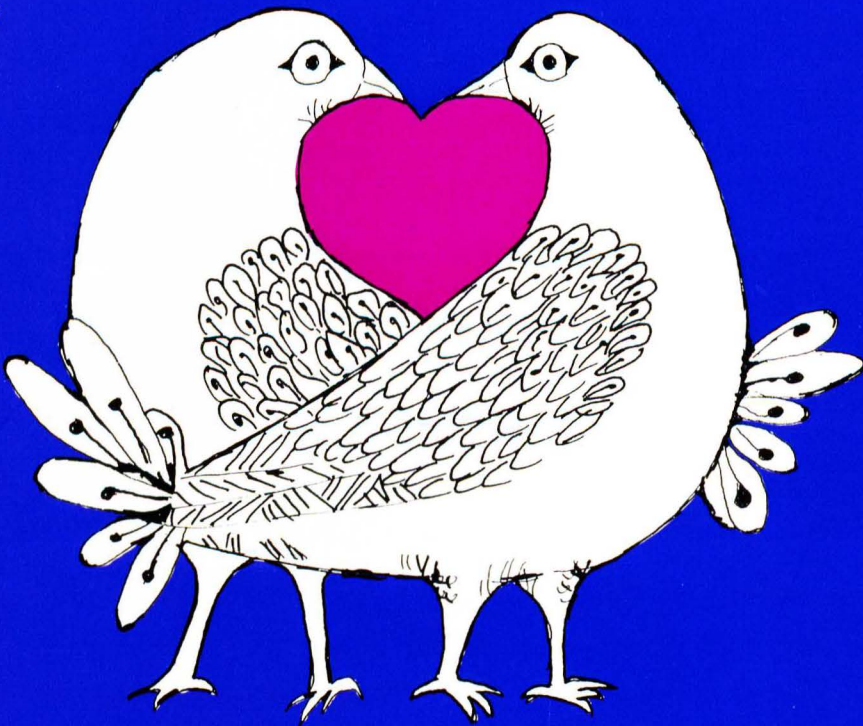


Kodak Sales News

Published for you AND your staff June 1972



The Customer Service story

(See inside)

KODAK CARES!

Kodak photo-finishing business is very important to both of us. **Actively promoted**, it can soon become a major source of income for YOU—indeed, what other segment of your business gives a high return with no overheads at all?

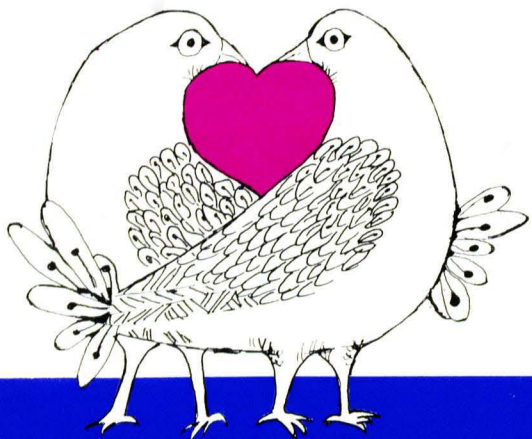
We regard your photo-finishing business as a very important matter, that's why we go to great lengths to ensure that customers are completely satisfied with the service they receive from Kodak.

For instance, sometimes an order is delayed or incorrectly fulfilled. Why? How do such problems occur? And what does Kodak do about getting the order back promptly to you?

Service is the key!

Let's assume that a customer's film has not returned from our photo-finishing laboratory. For the moment we'll concentrate on showing you how we go about tracing the film—later, we'll list some of the more common reasons for the delay.

But first, let us point out that the incidence of delay is extremely low



in relation to the overall volume of photo-finishing orders—one in a few thousand in fact. And, of the films that go astray, our success rate in tracing them is very high—and it's improving all the time!

Having made that point clear, what about the enquiry?

Throughout Australia, Kodak has a very efficient system for handling every photo-finishing enquiry. In every Kodak branch office there are people who are expert in answering technical enquiries—and we get plenty of those—and in assisting you to locate the order.

More importantly, they are backed-up by the Laboratory Customer Service experts at Coburg, Sydney and Adelaide. These people are part of the photo-finishing laboratory complex—and they're on the spot where they can answer your question.

Every enquiry is logged and then passed to a correspondent whose job it is to try to locate the film. There is a 48 hour time limit on each correspondent. In that time the film must either be located or the enquiry acknowledged. Most enquiries are completed or acknowledged within 24 hours!

Our procedures are very thorough:

1. The first step is to check if the film has been despatched. Most times, the film is on its way back to you at the time your enquiry is received. At that point the check ends

— with either a telephone call or letter to you giving despatch details.

2. If the film has been despatched but not yet received by the dealer, a check is made with other dealers on the same delivery run—on rare occasions we place the order in the wrong bag.

3. If our first check shows that the film has not yet been despatched, we make a regular check in the despatch area. Most times, in-lab delays come down to orders that include more than one type of service from the one negative or slide—with the result that the 'in-service' time is naturally longer.

Basically, that is how your enquiry is handled. We slip-up ourselves sometimes and we are the first to admit it. As a goodwill gesture, a replacement film is always sent where we are at fault. You can rest assured that we continue to search for the film, and at the same time to critically examine our laboratory procedures in an effort to eliminate such losses and delays.

You can play your part!

To be truthful, most problems arise before the film reaches us. So here's how you and your staff can ensure that each order is returned to your customer without fuss and delay:

1. Always use the correct photo-finishing envelope when ordering. You'd be surprised at the number of orders written on scraps of paper. We want you to have ample stocks of order pads, so we have devised the re-order card that is stapled to a

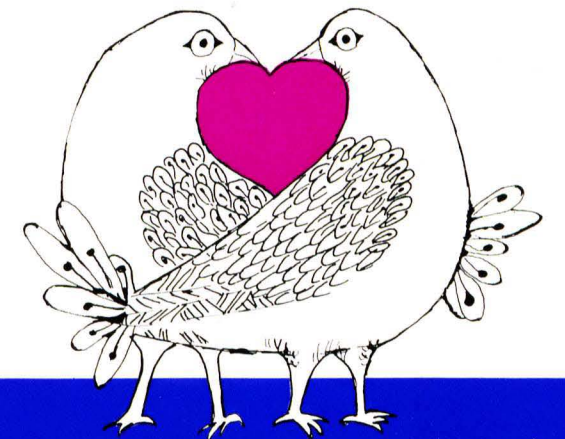
particular order in your pad of envelopes. **DO NOT REMOVE** this card when you come to this order, as it is our notification that we must print more envelopes for you.

2. Make certain that each envelope is correctly filled-out. We are constantly looking at ways to simplify the procedure, but it is important that you and your staff are familiar with the range of services available. If you are in doubt, ask your Kodak Representative, or better still, send your staff to a Dealer Sales Training Course.

3. Make sure that you are clear as to the customer's requirements. For instance, if a customer just asks for 'duplicates' of a slide, does he want duplicate slides or color prints from the slide?

4. Confine the contents of each envelope to one film per type of service. Check that the films are placed in the envelope before you drop it into the bag.

5. Take time out to alert your Kodachrome film customers of the importance of writing their full name and address in the correct panel on the mailer bag before sending the film for processing.



Dealers tell us what THEY want!

We recently surveyed 500 photo dealers throughout Australia, seeking their opinions of our current camera advertising and selling aids.

In addition, we also asked them what they would like in the future. More advertisements? More display material? And what did they think was the most effective advertising medium? To those dealers who participated, may we say THANK YOU! The results are very interesting, and incidentally, the advertising segments closely match the answers we got from consumers in a general advertising survey that we carried out independently.

Here are the results. We asked a series of questions and they are listed below, along with the general consensus among dealers. Ask yourself these questions as you go through them. Perhaps you will agree — perhaps you won't, but either way, the answers we received will have a bearing on future Kodak marketing strategies.

Question 1. How many cameras do you sell during Spring, Summer, Autumn, Winter? Is it many, some or none?

Consensus. Most dealers agreed that Summer and Spring were the peak camera selling seasons, and all but a few said they could sell some cameras all year round.

Question 2. Are your camera sales up or down on last year?

Consensus. Opinions varied. Many dealers felt that sales were down for reasons stated in the next question. However, it was significant to note that in general, dealers who promote photography reported an increase in camera sales.

Question 3. Why do you think this is?

Consensus. The prime cause for down-turned sales was the general economic climate. Others felt that discounting by other retailers had an effect. Those who said that sales were up mentioned Kodak advertising, the popularity of Kodak Instamatic 'X' cameras, and their own promotional activities.

Question 4. Do you find Kodak camera sales aids helpful; not helpful; don't know?

Consensus. Around 85% of dealers believed that Kodak sales aids are helpful. In other words, used effectively they generated sales.

Question 5. Which do you find most effective? Window Streamers; Showcards; Display Stands?

Consensus. Most dealers preferred display stands and showcards to window streamers. Display stands were considered essential to most dealers.

Question 6. What other aids could you suggest?

Consensus. The three most popular suggestions were: Large prestige showcards that

suggest "picture-taking"; leaflets and brochures for counter and direct mail use; large camera display stands.

Question 7. Should Kodak concentrate less on advertising and more on display material?

Consensus. A resounding 92% of dealers said we should spend more on advertising and less on display material.

Question 8. Why do you think this?

Consensus. Most dealers felt that there was too much display material in their store. They asked for more national advertising, particularly on television, to stimulate consumer interest.

Conclusions: More television advertising and less display material — and make the display material more effective! That's what seems to be wanted — and that's what we're working on! New and exciting television commercials, and point-of-sale material that sells. Sales campaigns that you can carry-out as individual dealers, and new products that are backed-up by well researched and effective ads.

But right now, you can be active yourselves. It was clear from the survey that dealers who promote, succeed. Talk in-store promotions with your Kodak Sales Representative—he has several effective aids to help your sales along.

Incidentally, if you weren't part of the survey, you are welcome to participate now. If you have a point of view, drop us a line through your local Kodak branch office. They'll be happy to forward your letter to our research people. After all — you are the key!

Kodak Symbols

Recently, we introduced a new symbol to identify Kodak, its products and its services. Because the new symbol is in effect the company's personal 'signature', it can only be used by Kodak. That's why it appears on all company advertisements and products. This is it:



There is another Kodak symbol, too. It is for use exclusively at the point of sale. It shows where Kodak products are sold. It is a symbol for your use, in your shop, and in your advertisements. It can also be used for external advertising purposes as a wall sign on your premises. This is it:



GOOD NEWS FOR MUSIC LOVERS!

We are pleased to announce that the one-hour radio 'Specials', sponsored by Kodak to promote Compact Cassette Tape, on the Macquarie Radio Network, have been extended for a further 12 week period, from the start of June to the end of August.

The programme format of prominent music artists will remain and we are confident that your Kodak Cassette Tape sales will continue to increase. So check tape stocks now!

TAKE THESE STEPS TO SALES TRAINING SUCCESS!

Photo dealers agree that a trained employee can serve customers better, take more pride and pleasure in the job, make more and better sales in less time.

The question is how to train employees efficiently? There's no single answer, but here are four basic steps to help you get maximum results with minimum wasted time and effort.

1. Measure your employee.

Before starting any training programme, measure the employee's present knowledge and ability. Not generally, but exactly. Define what she knows and doesn't know. Then put it down on paper. This way, you measure your employee the first time round and avoid wasting time.

2. Set specific goals.

Set specific goals for each training session. Setting out to teach your employee about the full Kodak Instamatic camera line, for example, is too broad a goal to be of much help.

A better goal would be to teach your employee about:

a) loading technique, b) film winding, c) lens setting, d) shutter release, e) film types.

When training goals are specific, you know exactly what is expected of you as the trainer and your employee as the student—you avoid vague generalities.

3. Evaluate each session.

This is the best way to avoid "flying blind". By evaluating each session as you complete it, you know right away what your employee has learned, what points have to be

repeated, and what new material can be covered.

Evaluation can be quick when you set specific goals. Using our Instamatic camera example, you can evaluate each employee by asking her first to explain, then demonstrate each of the five points.

This "explain and demonstrate" approach is important. The employee's explanation will cover her understanding of theory, and her demonstration will reinforce this theory in her mind. Remember, one convincing sales demonstration can be worth a thousand words.

4. Let Kodak do it!

One good approach to training is to let Kodak do some of it for you. The Kodak Sales Training Schools for dealers include advanced sales training, better business practices, and thorough product briefing.

Enrolments for these schools have been known to close early, so it's a good idea to make your plans well in advance.

Your Kodak Sales Representative is the man to see for schedules and enrolment applications. We'd suggest you discuss this with him soon.

New Products: Camera Case



A new low-cost carry-case is now available for the '33' series Kodak Instamatic cameras. This case is the 'always-ready' type in black simulated leather-grain finish and features a hinged front and adjustable shoulder strap. It is slightly lower in price than the current case which it supersedes.

The camera is held in the case by a spring clip which fits over the wrist-strap connection on the camera.

Stock Item No. 0110. Suggested Retail Price, \$1.90 each.

Photo Books

Two new photo information books published by Kodak Limited (London). They are:

"Pictures by Flash"—Stock Item No. 0259. Suggested Retail Price, \$0.92 each.

"Developing, Printing & Enlarging in Black & White and Color"—Stock Item No. 0279. Suggested Retail Price, \$0.92 each.

Both books will find ready acceptance with beginners and advanced picture-takers alike.

ROWI Reloadable Cassette

This new product will be of interest to customers who buy bulk rolls of 35mm film. Now they can respool any length of film up to 36 exposures and make better use of the economies available by 'buying in bulk'.

Please note that now this product is available, Kodak branches and processing laboratories will no longer supply empty cassettes to customers.

Stock Item No. 0959. Suggested Retail Price, \$0.50 each.



Processing Kodak Ektachrome 160 movie film -

We have received several enquiries from movie-makers asking, "Can we process your new super 8 film ourselves?"

Sorry, but the answer is no. Kodak Ektachrome 160 film is different from normal Kodak Ektachrome still film. It requires critical high temperature controls and different chemicals that make home developing impractical.

JOE'S CAMERA CENTER



"I Hear He Gives the Fastest Service in Town!"

Please Note:

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with this suggestion.