

THIS ISSUE:

• 3 Steps to a Successful Christmas

Please pass this Kodak Sales News on to your staff to read

Kodak Sales News

September/
October 1971



Meet
our
1971
beach
girl

step 1

Display Putting your best foot forward

This Christmas, like every other, will be your busiest season. Customers too, will be rushed off their feet, so anything you can do to make their shopping easier through attractive and effective window and in-store displays will be reflected in the volume of your sales.

Therefore make sure you have the 1971 Kodak Christmas Display Kit up front. This year, the Kit includes a very attractive display cube which is illustrated below, plus a supply of gift guides, a gift guide dispenser, a full-color showcard, outfit crowners, and a merchandising folder/streamer.

The display cube will go on working for you after the

Christmas season too, as it has been designed so that its selling message will suggest gift-giving at any time, for any occasion.

On the national level, your displays will be supported by a strong advertising campaign emphasising the importance of photography in a person's life.

The campaign theme is dramatically simple — "The best time to give a Kodak Instamatic Camera is NOW: before everything changes".

The merchandising folder in the kit has full details of this campaign, but it is worth mentioning that there will be 30 and 60 second TV commercials, newspaper double spreads in full color in selected mainland capital city newspapers, sup-

ported by eye-catching black-and-white ads in all major cities. The November issue of the "Reader's Digest" will carry a five-page "gate fold" in color.

All this will be followed by an extensive summer picture-taking campaign, too. So rest assured that Kodak is right behind your Christmas and summer sales drive. You can build your sales on this campaign by using your Christmas display kit effectively to tie-in with the national advertising program, and by actively promoting picture-taking and photo-finishing in the summer months that follow.



step 2

Stock Control

Knowing where you stand

Can you look forward to the Christmas and holiday rush confident that you can supply every order? Or will you be plagued by stock shortages at the busiest moments? Stock shortages needn't happen. If you can effectively plan your needs you will have sufficient stocks of films to cover even the most hectic times. And this is where we can help you.

Very shortly, your Kodak Representative will be calling to explain our new Dealer Stock Control System, which has been tested and proved by a group of Kodak dealers in New South Wales over the past eighteen months.

These dealers have found that because of the stock control

system, their stocks of films and other high-turnover photo products are always sufficient to meet the demand. Their administrative costs are lower and they are buying film at a better price because they order less frequently and can therefore buy in bigger quantities.

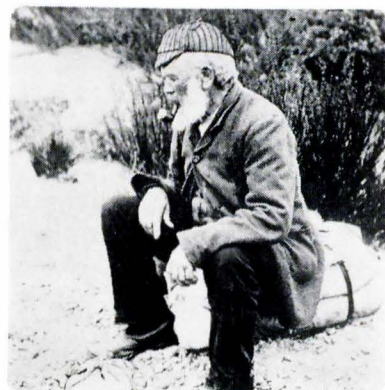
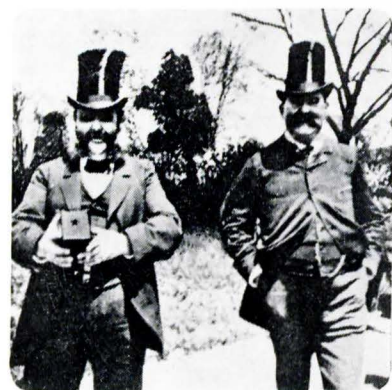
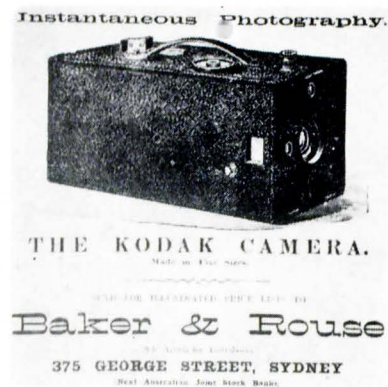
Don't think that you will be asked to stock above your real needs. You won't be, because the system is geared to your sales patterns. In effect, you will be buying what you can sell on a more profitable and systematic basis.

So, when the Kodak Representative says "Stock Control", please give him a good hearing. The system is easy to install and simple to operate. It will work for you!

step
3

Sell them what they want!

Keeping in step with your customers



Sell them what they want!

camera? Is the camera to be a gift (a big probable at this time of year), or are they looking to broadening their interest in photography? Whatever the need, you must be prepared. Let's examine each possibility and consider an appropriate course of action:

Newcomers

These people make up the greatest proportion of the new-camera market. They usually want a camera that is easy to use and priced to suit their pocket: you have them in the range of Kodak Instamatic cameras. But to stock the cameras is not enough. Even though the customer is interested, he still needs to be convinced that what you have to

offer is the most suitable for his needs.

So, can your staff handle the sale? Are they experienced in translating the features of a camera into direct customer benefits? Will the customer walk away satisfied, or will he just walk away?

Obviously preparation is all important, so if any of your staff have not yet attended a Kodak Dealer Sales Course, enrol them as soon as possible. If they have already attended, when was the last time they reviewed the lecture notes?

Currently we are including copies of a series entitled, "How to Sell more Photo Products", in Kodak Sales News. The issue enclosed with this edition covers many important aspects of

salesmanship. We recommend that you and your staff review them together.

Gift Givers

These people will need skilled help, too, as it is easier for them to show the camera's benefits to the recipient of the gift if you have carefully explained each feature at the time of the sale. Both the giver and the recipient will appreciate your help, and your care and attention now should ensure many repeat sales of films and photo-finishing.

Old Hands

What are you doing to help those customers who use a camera regularly? Do you stock a

wide range of photo accessories to cater for their needs? Are you armed with helpful hints and tips to improve their picture-taking?

A common complaint is "fuzzy" prints caused by smudges on the camera lens. To a customer who is unaware of the solution, the problem could cause him to stop using the camera. But if you explain the need to keep the lens clean and back-up this advice with a demonstration, you have not only solved that customer's problem, but you have made a sale of lens cleaning tissue and fluid, too.

Therefore, even though you are approaching your busiest time, your over-the-counter dealings are most important. Your attitude now will set the seal on future success.





Handy hints
for customers
on the
move!

The coming season to most Australians means holidays — and holiday time is your greatest opportunity to sell cameras and film. So why not send customers on their way using cameras and film that YOU sold them. Here are a few tips to boost things along:

Free Camera Checks!

Tie this one to the purchase of a roll or two of film and/or processing. It creates marvellous goodwill and is an obvious booster for film and new camera sales, not to mention increased chances you'll get photo-finishing business on their return.

A camera check is not difficult to conduct. Use the following as your checklist:

Lens — Is it clean? Wipe it over carefully with some lens cleaning fluid and tissue.

Shutter Release — Does it work properly? If it doesn't, recommend that it be repaired by the manufacturer — if you sold the camera or if you are a dealer for that brand you can arrange this yourself as an added service.

Film Winder — Is it working smoothly? If not, send the camera to the manufacturer for repair.

Flash Mechanism — Will it work when called upon? Check the battery connections and make sure they are clean. If they are dirty, clean them with a piece of cloth or a pencil eraser. However, some of the electrical connections may be damaged and it then will be necessary to send the camera to the manufacturer for repair.

Batteries — These are often overlooked. Take them out of the camera and clean the terminals with a piece of cloth. A low-cost Test Flashcube (Stock Item 4307), is an inexpensive way to check the circuitry and batteries in cameras that use flashbulbs. You may wish to purchase a Battery Tester as well, and these are available from Mallory Batteries (Australia) P/L. or Kodak at \$21.80, plus tax.

Overseas visitors

Almost every overseas tourist has a camera and they will be looking for the familiar yellow

Kodak film pack. So when you've sold them film, remind them that you have an efficient photo-finishing service as well. Moral — see their results before they depart!

A little free advice helps, too!

Set your customers on the right path with these hints and tips:

★ Recommend a trial film before they go to make sure the camera and flash equipment is working properly.

★ Give them a notebook and pencil with your compliments to record their picture-taking activities — most useful when they return to arrange their photo-finishing with you.

★ Suggest they insure their camera against loss or damage. Advise them against leaving their camera and films where they can be affected by heat.

So there you have them — just a few ideas to increase customer satisfaction and sales. But what this all really adds up to is this: Make sure your salesmanship doesn't take a holiday along with your customers!



Very few Australians have travelled widely through their own country. This is a pity, because Australia has scenery and places of interest that compare with the best anywhere in the world.

To encourage Australians to learn more about themselves, the Australian National Travel Association (A.N.T.A.) has prepared a nation-wide program of fact-finding and tourist promotion. Their efforts are being shared by companies such as Kodak who make up the "travel related" industry. The "Go See Australia" campaign uses the above symbol as its mast-head and this symbol is appearing regularly in all travel articles, promotions and advertisements prepared by participating groups.

As a Kodak dealer, you can take part by allying your film and camera sales to window displays featuring a "Go See Australia" theme. Because of its size, Australia is a picture-taker's dream all year round and this is your opportunity to share in the interest in tourism that is now being generated.

On a national level, Kodak is supporting the campaign with newspaper advertisements such as the one illustrated. In addition, we are including the symbol and theme on point-of-sale material whenever possible — the new Spring Display Unit now in your store is just one example.

Tourism is important to Australia as a source of national income, and if you combine the annual half a million overseas tourists with the increasing numbers of Australians who "Go see", it is not hard to find the reason why!



Go see Australia
with a Kodak Instamatic 'X'
Color Outfit



Take
flash pictures without
batteries

Remember Australia with a Kodak camera that will give you a picture every time. You won't miss a memorable moment. Especially the shots of places you may only see once in a lifetime.

All three Kodak Instamatic 'X' Color Outfits take brilliant color shots by day or night. When you need sure-fire flash, just pop on a self-powered magicube. You can take flash pictures without batteries. No risk of missed pictures.

Before you go see Australia, ask your Kodak dealer to show you the Kodak Instamatic 'X' Color Outfits. There's a model for every pocket, from less than \$17.00.

(Shots from these cameras can be made into Kodak Duo Print pictures too — one for you, one to give — so you can share your travels)

Kodak

KODAK (Australasia) PTY. LTD.
Kodak dealers everywhere

K612805/R

Product News

**New Kodacolor Film
now available—
CX 135-36 exp.**

This new film will be a boon for holiday-makers! The sixteen extra pictures without re-loading should encourage your customers to make the most use of their camera while they are away.

It represents good value for money, too! The suggested retail price of \$3.70 ea. will make it an ideal gift-giving thought as well.

(For full price and ordering details, see the attached price amendment supplement.)

**Kodak Projection
Cartridges**

Various manufacturers of movie projectors have released cartridge-load projectors that feature automatic load and re-wind of the film. For your customers who have purchased these projectors there are four (4) new Kodak Projection Cartridges, ranging from 50-foot capacity to 400-foot capacity. The 50-foot capacity cartridge (supplied without reel) accepts super 8 film on a standard 50-foot film return reel. The other new reels — 100-foot, 220-foot and 400-foot come complete with movie reels.

The suggested retail prices are:
50-foot cartridge (less reel) — \$0.80 ea., incl. sales tax.

100-foot cartridge (incl. reel) — \$1.15 ea., incl. sales tax.

220-foot cartridge (incl. reel) — \$3.60 ea., incl. sales tax.

400-foot cartridge (incl. reel) — \$4.75 ea., incl. sales tax.

(See attached supplement for full price and ordering details.)

Service Times

Please note that the service time for composite orders of color photo-finishing work is now ten (10) working days in-plant.

Composite orders include all services that are ordered at the same time from the same negative(s) or slide(s), i.e. prints and enlargements, duplicate slides and prints, etc., and also cover orders for enlargements of different sizes from the same negative or slide ordered at the same time, as well as other services such as masked and unmasked prints of the same original. We regret that this extension is now necessary, but not all orders will take ten days to complete. However, by basing your delivery promise to customers on the above time, they will be assured that the work will be ready when they call.

Kodak Photo- Greeting Cards

An attractive range of Kodak Photo-Greeting Cards has now been released for Christmas 1971. A sample sheet is enclosed with this issue depicting the full range of sizes and designs.

All of these cards have proved most popular in past years as an individual and unique way for people to express the Christmas and other sentiments to their friends and families. These cards are well worth promoting as they can represent a very valuable contribution to your photo-finishing sales.

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

KODAK (Australasia) PTY. LTD. Branches in all States

+ or —

The two signs shown above are very important, not only when they show the way sales are going but when they show the right way to insert batteries in cameras. Modern electronic type cameras rely on batteries correctly inserted to operate the shutter. Incorrectly inserted batteries can cause the shutter to remain open after the shutter release is pressed, or not even operate at all. Either way the film will be spoilt and the customer disappointed. Please warn your customers to ensure when fitting batteries that the + and — signs on the battery line up with the appropriate signs shown in the battery compartment of the camera.

R.P.M

Recent amendments to the Trade Practices Act make it unlawful for a manufacturer to engage in resale price maintenance.

We shall continue to show a suggested retail price on invoices and price lists as a guide upon which you may decide your selling price, and this should always be checked by you to ensure that your lists of suggested retail prices are up to date.

Please note that the suggested retail prices shown on these and any other documents are suggested retail prices only and there is **no obligation** to comply with the suggestion.

Bundaberg Rotary Queen



Each year, the Bundaberg (Q'ld) Rotary Club hold a carnival at the Bundaberg Civic Centre as a fund-raising venture to aid charity. The highlight of the carnival is the Rotary Queen Contest, and this year, lovely Merryl Forsyth, who works for a Bundaberg Kodak dealer, De Bruin's Photo Centre, was crowned the Queen.

Merryl, who is pictured above wearing her sash and crown, was selected from 41 girls who entered the quest. May we offer our congratulations to Merryl and wish her every happiness for the future.