

Kodak

SALES NEWS

January/February, 1971

Welcome

to

1971

71

a year of

promise



COLOR PHOTO-FINISHING SERVICE

WHAT'S IN
A NAME?

DATE
REC'D

Everything — when photo-finishing orders are involved!

How often do you return photo-finishing to us because the customer failed to collect it and you couldn't trace him? Frustrating, isn't it?

When this happens, *everybody* loses. *The customer* never sees the pictures that would have meant a lot to him, and there is nothing before him to inspire more picture-taking. *You* have missed out on a sale, plus all the other sales of extra photo-finishing services you could have offered the customer.

We lose, too. If we cannot trace the customer, the order becomes forgotten memories that have cost everyone plenty!

What's the answer? It's really quite simple — just make sure that the customer's name, address and telephone number are clearly entered on the Photo-finishing Envelope. Should the customer forget, it's a simple matter to send him a reminder, something he is sure to appreciate.

This way, everybody wins — most especially **you!**

KODAK PHOTO-FINISHING SERVICES

From the 3rd of August 1970 we have been accepting, from Kodak Dealers, certain color films of non-Kodak manufacture for developing and printing.

Since then, several Dealers have queried the exact range of photo-finishing services available for them from Kodak. Here they are:

Color Negative Type Kodak Photo-finishing Service

Kodacolor film or negatives:
Agfacolor film or negatives (masked):

All services, including Duo Prints, Enlargements and Color Slides.

Ferranicolor film or negatives (masked):
Ansco color negative film or negatives (masked):
Fujicolor film or negatives (masked):

All services as above, except Color Slides.

All others, negatives only: Prints only: 2R, 3S, 3R.



JUST FOR STARTERS

To get the New Year under way, we've changed the name of this publication to KODAK SALES NEWS.

Why? Well, we feel that the emphasis should be on SALES — the reason why we are both in business.

Your success is our success too, and what better way is there to accomplish this than by thinking positively about it from the beginning of a new year?

And what of 1971? What's coming up? Right now, all we can say is that you'll be hoping that 1972 will be as successful as 1971. You can look forward to many developments from us this year. We must bite our tongue right now — but let's say it will be X-citing!

Before we go any further, may we say CONGRATULATIONS on the record sales of Kodak Cameras and Films that were achieved in December.

We are sure that every Kodak Dealer who took advantage of our Christmas and Summer Advertising Campaign enjoyed his best season yet.

From the reports we have received from our Sales Representatives, the majority of you swung behind the Kodak product line — and for this we say: thank you very much.

HANDY PHOTO TIPS

From our fund of photographic know-how we will be printing, in this publication, from time to time simple handy hints for you and your staff to pass on to your customers. We hope that they will benefit from your good advice.

ONE FOR YOUR CUSTOMERS . . .

We know some customers will find it difficult to get good pictures if by chance they have 'filed' their film instruction sheet and don't own an exposure meter.

This simple formula can be used to determine the exposure for average frontlighted subjects in bright or hazy sun:

$$\text{Exposure} = \frac{1}{\text{Film Speed}} \text{ Second at } f/16.$$

For example, if they are using KODAK EKTACHROME-X or KODACHROME-X Film (ASA64), the exposure is 1/60 second (the closest to 1/64) at f/16. They can use any equivalent exposure, such as 1/125 second at f/11, or 1/30 second at f/22. On a cloudy-bright day, increase the exposure by two stops; in heavy overcast or open shade, increase exposure by three stops.

. . . AND ONE FOR YOU

If you are planning a new store, or alterations to your existing premises, here is one good way to let the public know:

Kodak can produce for you, using your own color photograph and wording, a very attractive and eye-catching Business Announcement Card. Measuring 3½ x 7 in. overall, the card can be mailed to your customers, informing them of your new store and inviting them to visit you.

Why not think about it? This idea was tried recently by a prominent Kodak Dealer in Moree, N.S.W., and it proved a great success. Ask your Kodak Representative for more details.



DEALER TRAINING SCHOOLS START SOON

All Kodak Branches throughout Australia will soon be starting their Dealer Training Schools for 1971 and we recommend them to you as a very good way for your staff to become familiar with the range of Kodak products they handle daily.

Each student who attends receives very thorough training in the fundamentals of Kodak cameras, films and photofinishing. They not only learn about them, but how to SELL them successfully. The emphasis throughout is on proven selling techniques, and you can appreciate that well-trained staff are valuable to your business.

These schools are conducted at no charge to the Dealer. To give you some idea of their acceptance, about 20,000 people have attended Kodak Dealer Training Schools since they were set up in Australia in 1961.

At the completion of the course each student receives a certificate which, when framed and on display, is a useful means of highlighting your store as one which is familiar with Kodak products. This year, in addition to the certificate, all students will receive a special brooch to wear that will serve as a personal symbol of their new-found knowledge and to identify them to your customers as staff who can tell them what they want to know.

We therefore cordially invite you to discuss this very valuable service with your Kodak Sales Representative. He will arrange to supply you with a registration form (our illustration shows a portion of it), and he will advise you on the location and duration of the course in your State.

DEALER SALES COURSE — REGISTRATION FORM

I would like the following staff
to attend the Sales Course:

1

Name	
Likes to be called	
Preferred date	
Length of service	
Any photographic background or interests	
For Kodak use only	

POSTAL CHARGES FOR UNPROCESSED FILMS

Since the postage rates were increased last October, we have received from customers a number of unprocessed films that were late arriving because insufficient postage was paid. Such delays can be frustrating to you and your customers.

Therefore, we have prepared the following chart which lists each size film by postage rate. It would be appreciated if you could advise each customer who buys a film and mailer of the correct postage charge.

Film size	Letter Rate	
	Surface Mail	Air Mail
126-12 135-12 127 828	6 cents	9 cents
126-20 135-20 135-36 120	12 cents	18 cents
Standard 8mm/super 8	18 cents	27 cents
16mm 100 ft roll	24 cents	48 cents