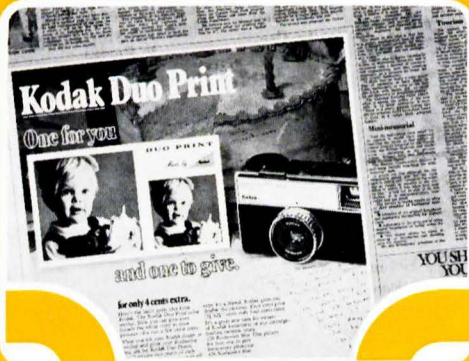


**Kodak**

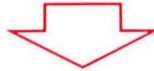
# Kodak Dealer News

May/June 1970

## ADVERTISING



**The  
vital  
link**



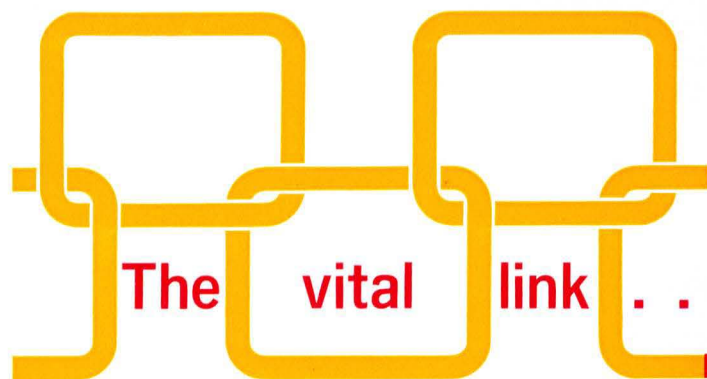
## PERSONAL SELLING



# Sales Promotion

**.. the pathway to success in the seventies!**



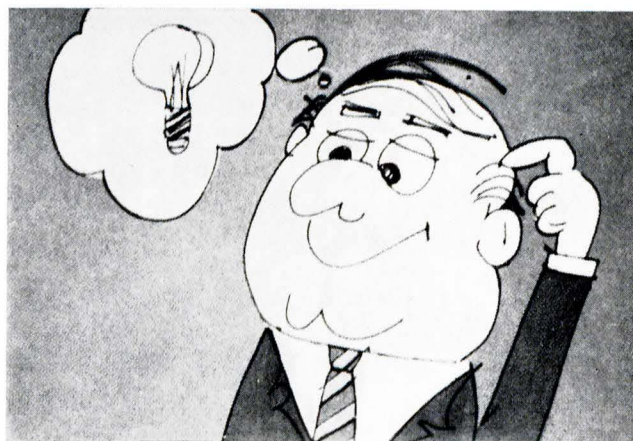


## The vital link . . Sales Promotion

We've demonstrated to you over the years that you can always count on us to provide the kind of national advertising support that builds customer acceptance of Kodak products. But closing the sale is your specialty.

Sales promotion consists of any activity which will help to move photo-goods from your shelves. When skilfully done, this has the effect of giving your customer a good idea — to buy one of your products!

When considering sales promotion, the most important thing to promote is *yourself*. Establish yourself and your premises as THE place to buy photo-products. Do this by way of your local radio or T.V. station or your local newspaper. Make sure that your advertising lines up as closely as possible with our current national campaign. Use the same theme, illustrate the same products — even use the same copy — just make sure that customers are left with the idea that yours is the place to buy Kodak cameras and film, and it's also the place to come for photofinishing.

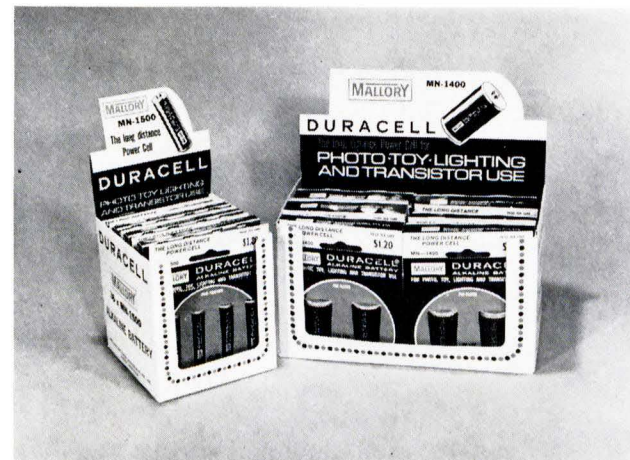


If your budget won't run to consumer advertising of this kind, then make liberal use of the folders and leaflets which we provide from time to time. You can make special mailings, or you can save on postage by including them in your accounts mailings. Use our streamers and leaflets to tie-in with special local events. A Kodak Carousel slide projector showing product slides and picture ideas can be a real "stopper" in your window.

To complete the picture, make liberal use of product displays and the advertising material left with you by your Kodak representative. A strong display will remind your prospective customers of your press, radio or T.V. advertising. Then, it's up to your sales staff to convert prospects into customers.

Now read our article entitled "People . . . Your best sales promotion".

## Popular Mallory Batteries in new display packs



Mallory Batteries (Australia) Pty. Limited are now selling their most popular Duracell Batteries in new display packs, making them ideal for in-store and counter locations. Each display pack has a strong family resemblance and the battery type and the word Duracell are both strongly featured.

Apart from better presentation and more sales appeal, the batteries are more convenient to stock.

These are the sizes now available in display packs:

- MN1300 'D' size — 12 per pack
- MN1400 'C' size — 24 per pack
- MN1500 AA size — 36 per pack
- MN2400 AAA size — 24 per pack

Further good news from Mallory is that they have increased Dealer margins to retail less 33⅓% on popular consumer batteries MN1300, MN1400 and MN1500. There is no change to their retail prices.

## Using Kodak Instamatic cameras

No matter how foolproof a system, there are usually ways to beat it, and the Instamatic Camera is no exception.

Our Repairs Manager reports that many cameras he receives as faulty, work perfectly when checked. The problem is incorrect operation by the customer. Here are some of the most common mistakes made. We suggest that you study them, and make sure that your sales staff know them, too. A few minutes of explanation helping a customer to overcome a simple problem will usually result in the camera being used regularly, with extra film and finishing sales. Most important, you'll have a satisfied customer who will come to rely on your friendly and helpful advice.



## Simple do's and don'ts for Instamatic camera users

- |       |  |    |  |
|-------|--|----|--|
| DO    | make certain the camera back is completely closed. If the back is unlatched, film can be light fogged and it will wind through without stopping at each frame.                           | DO | wind-on film until the mechanism locks. This may take one or two strokes of the winding knob or lever. Failure to wind-on fully will prevent operation of the shutter release. |
| DON'T | advance or wind-on film with a finger on the shutter release (trigger). Slight pressure on the shutter release will allow the film to wind right through without stopping at each frame. | DO | make certain that the camera's battery cover is completely closed. This completes the electrical circuit for flash pictures.   |
| DO    | wind-on film smoothly. Flicking or jerking the winding knob may cause the film to skip frames.   | DO | clean flash batteries and contacts regularly. This can be done by inserting a pencil eraser in the battery compartment, as per camera instruction book.                        |



## People . . . Your best sales promotion:

Sales promotion begins at home. What your employee doesn't know can hurt you at your cash register. Especially sad are lost "extra" sales your staff might have made if they'd only known how. And "tragedy" is the only name for the sales that walked out the door because your assistants didn't know enough about photography to be able to help the customer.

Can you afford to lose all the sales they're throwing away? If you want to increase your profits quickly, your answer is a new publication, **"Simplified Selling . . . your Training Guide from Kodak"**.

Dozens of large color illustrations and a short text, free of technical complication, instruct your sales staff. They painlessly learn the general principles of salesmanship and photography — and how to apply them to promoting the sale of photofinishing, films and photo-

## Training begins with Salesmanship

The first section on **"Salesmanship"** includes tips on personal appearance, starting a sales conversation, demonstrating equipment, and answering customer questions. Full attention is given to the often-neglected subject of closing a sale, and the important business of trying for extra sales.

**"Photography Made Easy"** provides fundamental information on film, cameras, and camera operation — in simple terms, with a minimum of technical data.

**"Selling Kodak Film"** moves from the general to the specific. It shows the employee what types of Kodak film are available, and how each type is used. It teaches the assistant what questions to ask to be sure

## Review questions provided

To help your employee, there is a brief review page at the end of each of the four sections. Perhaps more important, these review pages can also be used as short quizzes to help both of you keep track of how well he is progressing.

**"Simplified Selling"** is included in the Training Kit



graphic products. Because the training guide is designed for self-instruction, it takes none of your time.

Information in the booklet can be absorbed quickly, giving your assistant many of the benefits of months of on-the-job training — in an hour or less. For easy reference, main sections are organized on the basis of your typical over-the-counter activities.

that the customer gets the size and type of film for his needs.

**"Photofinishing"** covers the area which often makes up the bulk of over-the-counter volume. Clear illustrations and text show the assistant how to fill out the photofinishing envelope and how to build sales of extra prints and enlargements. Two pages of illustrations show typical customer picture-taking errors and tell your assistant how to help customers get better pictures. It is designed for use at the counter.

At the back of the booklet is what might be called a page of "self-defence" information. The assistant will find a reference list of common photographic terms to help her when your more knowledgeable customers come into the store.

provided at the Kodak Dealer Sales Training Course. Make sure that all your assistants attend to receive the practical training to supplement the information contained in the Sales Training brochure.

However you use **"Simplified Selling"**, it will provide increased sales and happier customers.

## The question you should never ask

There you are behind the counter. A well-dressed man is studying your display of movie cameras. He's obviously interested, so you walk over and ask brightly: "May I help you?"

"No, thanks", he smiles. "Just looking".

There's a woman looking at the Kodak Instamatic outfits in the display case. This time you put some feeling into it and ask with great sincerity: "May I help you?"

"Well . . . er . . . ah . . . no", she answers, looking up. "I'm really just browsing".

If this situation is painfully familiar, you aren't alone. Many sales assistants who come to our Dealer Training Programmes tell us that they often have difficulty getting into sales conversations with shoppers.

Most of the trouble seems to be in getting past that first crucial sentence. Let's go back to our example for a moment.

In each instance, the sales assistant lost the initiative — and possibly a sale — by asking a question which could be answered with "no".

He made it too easy for the shopper to "close the door" on him before the conversation ever got started. As a sales person, it's up to you to keep that door open until you at least find out what's on the shopper's mind.

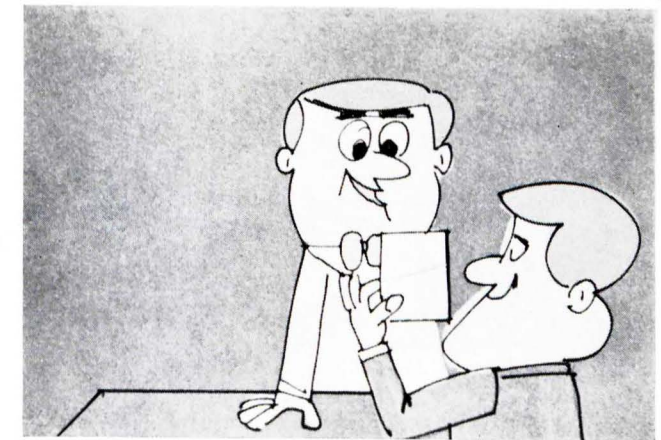
If you start a conversation with a question, be sure you ask one which doesn't allow a "no" answer.

"When was the last time you took movies?" is one good opener. "Do you take most of your pictures outdoors, or do you use mostly flash?" is another. Or how about: "Are you looking for a gift or something for yourself?"

## Most browsers are potential customers

True, from time to time you'll get someone in your store who, for one reason or another, is just not a sales prospect. But you won't know for sure until you get a conversation going.

Fact is, most browsers are potential customers — whether they realize it or not. They are browsing because they haven't made up their minds.



A helpful rule-of-thumb is to ask a question which begins with who, what, when, where, how or why. Begin all your opening questions with one of these six magic words and you'll never have to take "no" for an answer. Many successful sales people avoid asking any question when starting the conversation. They make a statement instead. Some examples:

"Here, let me take this camera out of the case so you can get a better look at it".

"You're looking at the most popular projector we carry". "This camera just came in last week. It has some very interesting new features". "That's one of the lightest movie cameras on the market. Here, hold it".

Almost any appropriate statement will do, so long as you approach the shopper in a relaxed manner to put him or her at ease. Often a simple "Good morning" is enough to get a conversation off the ground.

Simple, right? Yet walk into a few stores some morning and discover for yourself how often sales people neglect this proven selling procedure.

The average browser is most likely to buy from the salesperson who finds out what's on his mind and helps him reach a decision.

**And it all begins when you walk up to your customer and greet him for the first time. Don't ask if you may help him. Start doing it. You'll be dollars ahead.**



# CONGRATULATIONS!

*You've made a success of the Kodak Duo Print*



The introduction of the Kodak Duo Print Service during March was an unqualified success, and we wish to thank our Dealers for the excellent support given to this handsome new product. As our advertising said — "One to keep . . . one to give" was an idea that was quickly grasped by snapshooters all over Australia. We have given them what they wanted — an easy, economical way to share their picture pleasures with others. But the idea would not have succeeded without strong Dealer support in the way of window displays and personal recommendation. We plan to continue the advertising campaign for Duo Prints during the winter, and right through Spring to Christmas. So please keep up the good work.

## Price Changes

Please make the following corrections to your 1970 Consumer Products Catalogue. Effective 1 May 1970.

### CAMERAS — Page 5

Kodak Instamatic 314 Camera with case and batteries \$49.50

### PROJECTION LAMPS — Page 18

4421	115V - 1200W P28	\$8.85	
4314	21V - 150W DNF	<del>\$9.85</del>	\$9.85
4139	24V - 250W (new item)	7.16	

### ALBUMS, FRAMES, MOUNTS — Page 25

*Parker Salon Shadow Box Frames, name changed to Kodak Salon Photo Frames. New stocks will be in one finish only — grey and white. Mushroom and white finish available at new prices whilst stocks are available.*

4709	3½ x 5 in.	\$1.50
4842	3½ x 5½ in.	1.60
4843	4½ x 6¼ in.	2.05
4855	5 x 5 in. (new size)	2.15
4844	6 x 8 in.	2.25
4744	7 x 7½ in.	2.25
4845	8 x 10 in.	2.55
4846	10 x 12 in.	2.85
4847	12 x 15 in.	3.35
4848	16 x 20 in.	4.60

### STILL AND MOVIE FILM PROCESSING — Page 37

*Processing changes only.*

*Please delete all reference to 16mm Kodak Movie Film Black-and-White Code Nos. 184 and 183.*

*Price changes have also been made to some items of Bromesko and Panalure paper, Kindermann S/S developing reels, Winsor and Newton coloring and retouching aids and Process E-4 chemicals for Kodak Ektachrome film. Space does not permit listing these items separately. Please ask your Kodak representative for details.*

**KODAK (Australasia) PTY. LTD.**

Branches in all States

A. E. KEATING PTY. LTD. AEK