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I N T E R O F F I C E M E M O R A N D U M
C O R M T S A L L - I N - 1 S Y S T E M

Date: 18-Apr-1989 03:27pm EDT
From: Ken Olsen
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TO: See Below

Subject: SALES PHILOSOPHY

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Here's the best statement of sales philosophy that I've seen so far. The mistake we made lately is that we thought the "field" was the center of the Corporation which meant that field headquarters was the one group everyone was to serve. The result was that the sales people were dumped upon instead of served.

It is the corporate goal to give quality products and service to our customers and to maintain sincere and enthusiastic support for them. The sales people are the one constant contact with the customer and, therefore, everyone in the Company is there to serve the sales people who in turn serve the customer.

KHO:dao
KO:2904
DICTATED ON 4/17/89, BUT NOT READ

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