INTEROFFICE MEMORANDUM

TO: See Below *Copy to Win, etal*

Subject: CORPORATE OPERATIONS COMMITTEE WOODS MEETINGS

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I'd like to concentrate on our marketing and strategic
opportunities. We need to aggressively increase market share.
Because our marketing is run by engineers, it is normally aimed
at the products we don't have yet but will have in two or three
years. We are already bored with the products which we have
today that excited us two years ago, and we have to concentrate
on getting an enthusiastic, organized marketing and selling
approach to our products. I think we should do this by
scheduling two meetings, one in January and one in February.

For the first meeting, I'd like to work on the marketing of
products. I'd like to look at this by product segments and, for
the meeting, have the market segment manager responsible for the
preparation and attendance for each segment. They would find the
best unit or account managers, from the sales department, to be
part of a team for each of these segments. Those three people
will prepare and come to the WOODS meeting with their approach to
marketing and selling.

I'd like to do the same thing in February, but, in that case,
have ten to twelve applications. These could include office
All-In-1, imaging, EDI, desktop publishing, banking/insurance,
trader workstations, small business, science/laboratory,
manufacturing, big accounting, telecommunications, CASE, and IS.
Here to, I'd have three people on each preparation committee and
have those same three people attend the WOODS meeting.

The purpose for the meeting is to come up with new, innovative
ideas to sell our products and aggressively increase market
share.

I'd like Jack Smith and Willow Shire to lay out the list of each
of the applications and each of the segments and who would be the
chairman of those committees. Then have that chairman search out

the best two sales people to be on their committee. These sales
people should compliment the interest and experience of the
engineer, they should be enthusiastic about selling what we have
and matching it with the needs of the customer, and getting our
message organized and communicated.

KHO:dao
KO:3506
DICTATED ON 11/7/89, BUT NOT READ

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