

PRESIDENT'S MESSAGE

Randy Zook

Welcome to our 1994 Annual Sales Meeting. Every year we take a few days to look back and reflect on our past year, and to look ahead to set our goals for the coming fiscal year.

During the meeting, we will take time to conduct breakout sessions on issues which are important to our company's success. We will also take the time to recognize those sales people who have contributed the most to our success this year. Both of these programs represent opportunities for you to ensure your success in the coming year...and beyond.

If you have done your homework, you have already set goals for the coming year. You have already talked with your sales manager about accounts you are trying to break into, or in which you are trying to increase our share of the pie.

In either case, this meeting provides the perfect environment for you to ensure you reach those goals. Tonight at the Awards Banquet, our brightest and best will come forward to the podium to receive credit for their achievements. Their names will go down into our company's long history and tradition of excellence.

Take note of those who have shown the qualities you feel it will take to reach your goals. Seek them out during the next three days. Find out what makes them tick. Ask them how they have been able to achieve their goals. Talk to them, to each other, to Division personnel, to Sales Managers, General Managers, John Schlich and myself. That's what we're all here for!

Make sure you fully exploit this opportunity to learn all you can about our business, our competition, and our success. I guarantee that if you take the time, you will be well rewarded for your efforts in the coming year in increased sales and commissions.

Good luck and enjoy the meeting!

**The 1994
Pathfinder entries will be on
display in the hospitality
room on Friday and Saturday.
The winners will be an-
nounced Sunday morning at
our closing session!**



Reps enjoy the great food served up at last year's 100th Anniversary party.



This year's sales meeting will again feature the breakout format which has been so successful in the past!

THE "MARGIN" OF SUCCESS!

John Schlich, VP Sales and Marketing

If you're like most sales people, you gauge your success on the level of income you produce. This measurement is easily defined as "the amount of commission you generate." Let's not kid ourselves. One of the reasons we all work is to make more money.

Since commissions are paid from the margin generated, the only way to improve commission is to improve margin. Margin is "the difference between the cost and the selling price of merchandise."

This leads us to the conclusion to either increase price or reduce cost to improve commission. If we want to increase price we have to earn it. This means our product will help the customer improve their business. This improvement can manifest itself in reduced cost (i.e. reduce postage cost, inventory reduction or increased inserting productivity). If the product does not reduce cost it may enhance image, help them be more efficient, or increase sales. Increasing revenue or decreasing cost both count as real value in the cus-

tomers eyes. By providing value, we should get a higher price. This will increase our margin.

The only other way to impact margin (especially if you are unable to increase you price) is to lower your cost. Use a different paper, package differently, or reduce the amount of raw material used (i.e. window material or paper).

The "trick" in all this is knowing when to act and in which manner. Will your customer absorb a price increase? Will they pay a little more if you can increase response, or make their job easier (check your Pathfinder entries)?

With the increase in the price of paper driving our costs up, you will need to carefully study each customer's situation to ensure that we can maintain our margins.

This is the real task before sales people today. Your job is partly defined and your success is a function of the margin at which you can sell. The success of AECO is a direct function of yours and we want you to succeed.



SALES MANAGER'S SOAPBOX

John Heimlich, SM, Atlanta

Take it out of the oven Martha, this one's done! Yes, that's right, it seems impossible but our sales year is over. Now it's time for a great sales meeting and swapping of stories. If you look back over the year, it wasn't easy. Customers want delivery and pricing answers while their holding the phone, the plants want you to sell backlog plus five days. Customer demands are ever increasing and they will one day say these were the "good old days."

Welcome to the 1994-95 sales year. One of the best places to get recharged is right here at the national sales meeting. The sales meeting offers a lot of opportunity to learn something new—not only from the break-out sessions, but also the time you can spend with AECO's top performers. The knowledge and successes of these people shared at the sales meeting is one of the main reasons for this gathering. If you need help identifying a top performer, ask your sales manager!

The remainder of this article is taken from *Selling* magazine (have you subscribed): Do's and Don'ts for 1995!

- **Do** know your product and your competition better than your customer.
- **Do** be a tough, but open negotiator.
- **Do** understand the customer's future plans and offer ideas on how AECO can further them.
- **Do** offer something unique, change the way they are doing something.
- **Do** get to know all the people involved with our products—from purchasing to the users.
- **Do** keep on top of potential product problems.
- **Do** be able to explain how AECO plans to improve quality and performance.
- **Don't** use buzzwords without knowing what you're talking about.
- **Don't** focus on short term goals.
- **Don't** try to sell something which does not fit your customer's needs.
- **Don't** simply talk pricing.
- **Don't** arrive without new ideas.
- **Don't** give a canned presentation.
- **Don't** knock the competition.

Do have a great meeting and good luck in the coming sales year!

WHAT SALES MEETING OBJECTIVES DO YOU HAVE?

Ron Dulaney, Director of Sales Training

In the August issue of the Edge, setting objectives was addressed. Setting good objectives is the result of a specific process, and good objectives have identifiable features.

Do you have good, clear objectives for this sales meeting? What do you want to learn here? Do the breakout sessions cover those subjects? If not, who here can help? When can you talk to this person or persons? What specific questions do you want answered? How will you retain the information in order to use it back in your territory on Monday?

What goals have you set already for this fiscal year? Are they specific, reasonably attainable, flexible, and written?

If not, use this meeting as an opportunity to set solid, written goals for 1995. Find the people who can help you and gain the knowledge from them to help you achieve those goals. This opportunity only comes once a year...use it!

During the awards presentations this year, think about what steps you can take to reach these levels of success. Plan your strategy. Picture yourself walking forward to accept the praise and respect of your peers at next year's meeting. Picture having the additional income all year that your success in reaching your goals will bring.

THE SALES MEETING FOR "VETERANS"

I have been attending AECO Sales Meeting since 1986 when I joined the company as a Regional Sales Manager for Oblique. Back then, and ever since, I have always been struck by how great the sales meetings are for the reps.

It is a once-a-year opportunity to share experiences, ask questions, swap jokes, voice concerns and in general, get to know your peers. In a company where many of you operate in remote territories, without the daily interaction which occurs in offices and plants, this meeting gives you a real chance to feel like you are a "part" of something greater.

If this is your first experience at an Atlantic Envelope sales meeting, I'm sure you will enjoy the experience. If this is your 10th, or 15th or 20th, it may seem like "old hat." Make a point to seek out a new rep. Help them through this difficult period of establishing themselves with their new peers. Be a mentor and you might find yourself enjoying meetings even more!



CUSTOMER LOGOS

Derrell Hightower, VP Printing, R&D

When you open an account that has an existing logo, one of the first things you want to do (after getting the order) is to send your plant's graphic department something to help them get the logo into the Macintosh system. All logos eventually must be captured in the MAC and the sooner the better.

Once a customer's logo has been digitized (scanned) and is in our system, the playing field changes. It can be blown up, reduced, elongated, etc. Special outside and inside tint designs can be generated easily using the logo step and repeat method. Your plant's graphics department would prefer the logos be furnished in this order when there is a choice:

- On a MAC-compatible disk.
- Clean PMT (black on white PMT paper).
- Negative.
- Annual report.
- Letterhead (not engraved).
- Any other clean copy with a printed logo.
- Envelope sample.

Only the logo furnished on a MAC disk escapes some kind of art charge to the customer. Chances are your customer has a MAC with their logo stored on disk. The disk can be returned if they wish.



TRAINING CASSETTES

48 And More...Ways To Kill A Sale (Video)
 AECO 100 Year Video
 Beware Of The Naked Man...His Shirt
 Building Customer Satisfaction... Business
 Career Building Course
 Communications - Managing People - TMS
 Doing It Now
 Guide To Better People Management
 High Performance Selling
 How Managers Make Things Happen
 How To Be A No-Limit Person
 How To Get Your Ideas Across
 How To Live With Your Own Success (2)
 How To Master...Selling Anything
 How To Master Your Time
 How To Win Customers...For Life
 How To Win Friends And Influence People
 It's In The Mail (Video)
 Just-In-Time/Just-In-Case (Video)
 Let's Talk Quality
 Living 7 Habits
 Managing Business/Eng. Projects (Book)
 Managing Sales Stress (Video)
 Manufacturing Management (Book)
 Mastering The Art of Delegating
 Organizing Your Plans...Organization
 Peak Performance Woman
 Personal Time Management (New video)
 Positive Attitude Training
 Principle-Centered Leadership
 Purchasing Management (Book)
 Quality Without Tears (Book)
 Selling Smart
 Strategies Of Moving Ahead
 Sweet Persuasion (Video)
 Success Through Positive Mental Attitude
 Swim With The Sharks..Being Eaten Alive
 The Bottom Line Approach To Sales
 The Common Demoninator Of Success
 The Course In Winning
 The Mortell Motivational Program
 The One Minute Manager
 The Power Of Persuasion
 The Procrastination Cure (New-audio)
 The Psychology Of Achievement
 The Psychology Of Winning
 The Sales Explosion
 The Science.. Personal Achievement (New)
 The Science of Self-Confidence
 The Secrets Of Power Negotiating
 The 7 Habits Of Highly Effective People
 The Strangest Secrets
 Think and Grow Rich (New audio)
 Time To Sell
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 Call Shannon Simmons at 1-800-780-2326
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William Lyon, GM

Simply sell custom folders or pockets to hospitals, banks, state and federal agencies, insurance companies and many other businesses.

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 - Mylar - Colors or clear.

During the sales meeting take the time to ask me about potential customers you may have. I'll be glad to help you find customer driven solutions! And make more money!

MARKETING UPDATE

Gerry Gallagher, Director of Marketing

Attending the sales meeting for the first time this year will be Jared Caplan and Brian Footer, the newest additions to the Sales and Marketing department at Division. Together with Shannon Simmons they will form the nucleus of the company's new marketing team under John Schlich.

You have already seen some of their great work in the current football promotion and the Star Products program which is being rolled out over the coming weeks and months.

Take time at the meeting to get to know them, they will be important resources in the coming year for marketing information, sales tools, literature, and other important and helpful materials.

THANK YOU

I wanted to personally take this opportunity to thank you for your support over the past four-and-a-half years. Over that time, we have worked hard to "reinvent" marketing at AECO. We've started a lot of good programs including the work on the customer database, the overhaul of our literature and corporate image, our 100 year campaign, the AECO Edge, the Pathfinder contest, and much more. I am confident the new marketing team will surpass these developments and bring a new and exciting perspective to AECO's marketing efforts. Thanks again...I've enjoyed it!



HOT ITEM!

David McCall, Director Of Marketing

The new E-Z Trieve spin-off called the EZ-X-Ray box has been an immediate success since its introduction on July 5th. Developed through ATENCO Filing, this box is a wonderful companion to the Techno-Aide line of x-ray storage cabinets and related items.

The EZ-X-Ray box is the ideal tool to bridge the gap from your current offerings to the new opportunities in radiology accessories.

The EZ-X-Ray box comes 15 per case. Each box is designed to hold enough film to be practical (capacity depends on the number of films per folder, and the number of folders per box), yet not so much as to exceed OSHA recommendations for safe lifting standards.

For ease of identification, each box has a printed legend on the lid and on the side so it can be stored face down or upright depending on the storage capacity of your customer.

The boxes are ideal for x-ray archives, temporary storage, or for x-ray film transportation.

In the new year, take the bold initiative to expand your market to include Techno-Aide's radiology accessories. The EZ-X-Ray box is just the ticket to make the plunge that much easier. As always, we remain at your disposal for answers and assistance. Thanks.



Brian Footer, Price/Cost Analyst



Jared Caplan, Marketing Analyst

oblique®

filing systems

David Black, GM

OBLIQUE...USE IT!

Where should we look for inspiration and examples in effective and profitable filing sales? How about our own Filing Top Twenty? Here are some people who are making more money, usually at higher commission levels, simply because they take the time to consider filing as part of their total product line...every day!

As you plan how to meet your customers' needs and your plant's quota for fiscal year 1995, you need to start focusing on what part filing sales will play in your efforts. What's the difference between you and someone on that Top Twenty list?

Probably one big thing...ATTITUDE! The successful filing sales people have the attitude that they are going to sell filing products. It's going to happen. The products are good, the relationship exists, the opportunities are there...it's just going to happen!

How can Oblique help you here? If you have the right attitude, you'll be looking for opportunities. You will likely need some help in specifically matching customer needs to the range of Oblique products available. Your own sales management and ATENCO can help, so can we. We specialize in doing this every day. Don't hesitate to call at 1-800-845-7068. Our customer Service department or Mark Gillotte will discuss ways to meet your customers' needs with Oblique whenever you ask for help. That's what we are here for.

Here are three important points to remember:

- Oblique is a suspended shelf. Don't over complicate it. Sell it.
- Oblique is a unique, problem solving product. Use it.
- Oblique is a value-added product your competition does not have. Be different with it!

Finally, it takes a little extra skill (you can call lots of people for help), but mainly it takes the right attitude to sell Oblique—and other filing products. If you need more information on our product, or literature, or other sales tools, be sure to contact your sales manager. If they can't help you, feel free to call us.

Good luck for a great year ahead. ...lean on us to help you achieve your goals and increase your personal earnings.

FILING NEWS

Dick Balte, National Sales Director

FILING TOP TWENTY

Based On Bookings Through July

Lisa Steinberg maintained her slight lead over Dan Oxford and took the checkered flag in the race for the top generator of booked business. Lisa's \$350,000 worth of bookings led this elite group of 20 who entered \$2 million worth of ATENCO business this year. All of the top eleven sales reps sold over \$100,000 in filing business at some good profit margins. Amongst the veterans of this list are Lisa Nelson and Todd Latta who are newcomers to the top of the heap.

Remember, the top filing award goes to the sales rep who earned the highest amount of commissions during the sales year. Stay tuned to see who earned the big bucks from filing in 1993/94.

- 1) **Lisa Steinberg** (Atlanta)
- 2) **Dan Oxford** (Atlanta)
- 3) **Joanne Seitz** (Miami)
- 4) **Bob Durkalski** (Shelbyville)
- 5) **Todd Latta** (New Orleans)
- 6) **Jay Brooks** (Miami)
- 7) **Lisa (Agee) Nelson** (Houston)
- 8) **Jan Power** (Charlotte)
- 9) **John Mennes** (Miami)
- 10) **Terry Nessmith** (Atlanta)
- 11) **Donnie Broom** (Charlotte)
- 12) **Ken Schwenker** (Shelbyville)
- 13) **Kirk McKinzie** (Nashville)
- 14) **Dick Loeb** (Charlotte)
- 15) **Joan Wilcoxson** (Shelbyville)
- 16) **Brian Brotzman** (Charlotte)
- 17) **Elbert Allsup** (New Orleans)
- 18) **Herb Harper** (Nashville)
- 19) **Scott Pope** (Nashville)
- 20) **Dan Lawing** (Charlotte)

THE BOB DURKALSKI AWARD

At the sales meeting tonight (Friday) we will be presenting the award for the top ten filing sales people based on commissions earned. It is named after the individual who won it the year before. This year, obviously it will be the **Bob Durkalski Award**.

In fact, in case you haven't been keeping track, it has been named the Bob Durkalski Award four out of the last five years. Have you ever wondered why? Is Indianapolis the filing capital of the world? No.

The fact of the matter is: Bob considers filing a vital part of his product line. How does he sell so much filing without compromising his envelope sales? **Ask him!**

SIGNIFICANT SALES

A big ATENCO thanks to:

Anne Dale for closing three Elecompack systems worth \$19,700 to the Ophthalmology Department at Vanderbilt University...

Doug DeMino for his \$5,100 order of x-ray jackets to a radiology center...

Paul Rill for his \$2,100 Artstor order to a printing company and his \$8,100 custom folder order to GTE...

Steve Russo for his \$4,200 order of patient folders to a dental group...

Ken Schwenker for his work in securing a \$64,500 Elecompack contract at Ft. Benjamin Harrison for accounting records...

Rich Wirth for his \$7,000 mobile system at a cardiovascular clinic...

Herb Harper for his \$5,800 Artstor sale to a printing plant and \$4,500 Tambour-Eze order to a restaurant chain to provide security to existing open shelf filing...

Bob Durkalski for his \$2,400 Oblique order and \$2,800 custom file folder order from an insurance company...

Lisa Steinberg for her effort in getting another \$23,600 E-Z Trieve order from a major department store for storing inactive sales tickets...

Karl Rode for his order of bulk check filing trays and locking cabinet to a bank in the amount of \$3,100...

Todd Latta for his \$53,000 Elecompack order to a financial management company to hold Oblique compartments and storage boxes; and Todd's \$7,700 Elecompack to an energy company...

Mike Borden for his \$3,200 Oblique sale to a truck rental company...

Roger Hayes for his sale of 25,000 folders to a medical center and his \$2,000 box order to a health services group...

Jeff Hill for his \$5,700 E-Z Trieve order to a bank...

Elbert Allsup for securing a \$3,300 shelving order from an electric co-op...

Dan Oxford for another \$9,000 order of vinyl out guides to a medical university clinic...

Barry Robert for his \$1,400 folder order and 1,000 E-Z Trieve box order to a financial institution...

Our thanks to everyone on this list for their sales this month and throughout the 1993-94 fiscal year. Let's make 1995 and even bigger year for ATENCO!