

DREAMING UP A SALES PITCH?

LISTEN TO THIS! You can increase sales and profits, too, with Value Analysis.

BERKSHIRE SALES EXECUTIVES will hear about value analysis and how a good salesman gets the order while a poor salesman fails, from

MR. L.D. MILES, purchaser extraordinaire, of the General Electric Company. Formerly Purchasing Agent for the Locke Insulator Corp., Mr. Miles was recalled to the General Electric Company to organize an activity to inject "better value" into the purchase and use of materials.

HUNDREDS AND HUNDREDS OF SALESMEN have been interviewed by Mr. Miles, who has observed from personal experience those characteristics which make the outstanding salesman.

VALUE ANALYSIS shows the salesman how he can help his customer, and tells the business manager how he can save as much as 25% on his costs without depreciating the value of his product.

YOU'LL ENJOY hearing Mr. Miles, an experienced speaker, who has earned the General Electric Company's highest recognition for extra achievement, the Charles A. Coffin Award. You'll particularly enjoy his good tips for you.

SEE YOU AT THE MEETING !

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