

Let's recognize that we...

- 1 - give away what we have that the customer doesn't want and it comes from our profit.
- 2 - we must sell what we have that the customer wants.
- 3 - we must have what the customer wants.

Brinnell

Strategy -- finding different view

- Westinghouse meters
- VA and Westinghouse
- Westinghouse package Tuscon
- Westinghouse capacitor
- Westinghouse over-size
nuclear job
- Westinghouse present NSIA

Perhaps different views from which sales strategy can be generated can come from our functional structures.

- Generate flux
- Conduct flux
- Dissipate heat
- Protect control
- Accommodate manufacturing practices
- Optimize market values

Function structure for what customer sells

Both use function and esteem function

Function structure for what we sell to the customer to meet these functions which he sells.

Utility function structure.

Name a problem and the way that it promotes the solution

For example, in the case of lost business... one of three circumstances probably controls:

- 1 - We were out-performed
- 2 - We were out-sold
- 3 - we were out-priced

In this case was it because we were out-priced in our sales strategy or because we were out-costed which prevented our using a winning strategy?

(In spite of all of this, circumstances must be created so the customer must want to buy our material) ... ((not used in this instance))

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Rancho Santa Fe

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In summary

In General Electric we have extended Value Analysis into a complete system that has procedures integrated with other business functions and processes which we call value control. Mr. Miller and Mr. Bryant reviewed it recently in quite complete detail, appreciate its benefits and have asked us to accelerate its use.

In the U. S., value analysis is coming more and more into use and especially in the military it is starting to become a contract requirement and a basis for extra profit in contracts.

If you have studied hard and have not found a different approach which you feel you require to get a significant piece of business, get in touch with our value control units in the various departments who may be able to help.