

CID SALESMEN... Arranged by Mr. Kidd

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VA Performance A GE 1948

Right hand - same Q - lower cost

Not how much qual. remove and get by
Dev. better mfg. & eng. alt. for our functions
Diff. mgt. decisions so secure value.

Examples - - - - -

Function based) values
Work or sell)

Identify function

Evaluate function

Evaluate function by comparison

Group of techniques
One - blast and refine

Usage in G. E.
Potential

Depts. refuse business

Use with customers
1 - help him make profits
2 - functional approach

Other companies - Navy - Ordnance - etc.

Warm blood

Persist in selling at mkt. value - (prices)

M/