

PACT Structural Reorganization

Source: PS-01

Date: 10/17/85

S.A.: Create Positive Cash Flow through sale of our products

Re-organization Proposal

Unit Co-ordinator & Controller (Ted)

Essence: Control Process

Tasks:

- 201 - struggle w/ sales/marketing around sales and expenses ratio
- 202 - develop budgeting tools to push planning and initiative
- 501 - new address & business cards
- 502 - edit contracts to conform with new legal divisions
- 503 - H-P legal requirements (VAR)
- 601 - H-P Rep connections
- 701 - PS-01
- 702 - Confront metaphysical thinking
- 703 - individuals contribute skills and experience to ...
- 704 - concrete steps to aid sales in overcoming obstacles
- 801 - regular management meetings
- 802 - concrete structures/methods to discuss and support sales
- 803 - re-evaluate current use of PS-03's
- 804 - clarify Job descriptions for all
- 905 - study our system
- 001 - create positive cash flow (move from subjective to objective to complete business cycle)

Sales Manager

(Mona)

Essence: Contacting Leads

Tasks:

- IIb. 302 - objection chart to identify prospect resistance ...
- I. 303 - deepen understanding of our product *and our market*
- III 304 - determine our 'match' prospect and 'sell' them rigorously
- III 307 - quantify options/configs in relation to pricing (*understand our mkt*)
- IV 402 - organizational tools to keep sales process under control
- I. 702 - confront metaphysical thinking *I. Understand Product/mkt*
- IIa. 703 - individuals contribute skills and experience *303: 35.40*
- 702 - concrete structures/methods to discuss ... *a) 703 30.10*
- 803 - re-evaluate PS-03's *b) 905 15.20*
- 902 - investigate techniques for handling objections *c) 307 05*
- IIa. 903 - study leads pamphlet *II Develop S&T*
- IIb. 905 - study our system *a) 903 05*

Marketing Manager

(Claire)

Essence: Prospect Generation

Tasks:

- 301 - reach opur market through direct mail
 - 305 - alternative methods of establishing our product ... *III IMPLEMENTA 10.15*
 - 602 - mn Software Association *304: a) 702 03*
 - 603 - market connections *b) 402 03*
 - 702 - confront metaphysical thinking *c) 802 05*
- IV: 803 05*

- 703 - individuals contribute skills and experience
- 901 - investigate direct mail theory
- 905 - study our system

Operations Manager

(Jo)

Essence: Administration/Construction

Tasks:

- 101 - organize literature and materials
- 102 - literature inventory and re-order system
- 103 - complete prospect data base
- 104 - re-do mass mailing record defs on data base
- 401 - 'run' sheets for mass mailing and data entry
- 702 - confront metaphysical thinking
- 703 - individuals contribute skills and experience
- 904 - marketing class
- 905 - study our system

Notes:

1. All job descriptions and assignments are pending until cleared with main office.
2. Some tasks (e.g., "7xx's" and "8xx's") are applicable in each area as regards achievement of the strategic aim.
3. To clarify difference between 'marketing' and 'sales' - marketing (in this outline) refers to the aspects involved finding and reaching our market; sales (in this outline) refers to the process of contacting and 'selling' the leads we have we generate.
4. Procedure will be for Sales Manager to develop area's priorities (as this is key) and then other depts. struggle with their priorities as they relate to supporting the sales process.