

FOOTWEAR PLANS FOR NEXT WINTER

Sales hold series of regional conferences.

JUST as we are looking forward with real pleasure to another winter passed and spring at hand we hear that the back-room boys of *Footwear Development* have actually finalised the range of protective footwear for next winter. In fact, their programme was complete while the snows were still on the ground, and at the beginning of March these new ideas were presented to the sales force at meetings held in Edinburgh, Leicester and London.

This was a change from the usual plan of a sales conference at Heathhall attended by all *Footwear* Regional Managers and salesmen. The change allowed of a more informal type of sales conference of smaller groups; a type of meeting which encouraged better salesman participation. Without doubt these regional meetings were highly successful, and at the same time cut the time away from the important day-to-day job of selling, which no one can afford to neglect in these highly competitive days.

The Edinburgh meeting in Castle Mills was attended by Newcastle, Edinburgh, Glasgow and Northern Ireland sales personnel. Manchester, Leeds, Leicester and Birmingham salesmen joined forces at the new Leicester warehouse, where the show-room proved to be very suitable for this type of meeting. The large group which attended the London meeting was drawn from the whole of the southern area.

The Regional Managers presented the

whole range of protective footwear at each meeting, assisted by Mr. McDiarmid. Constructional and sales features were explained in detail and discussed. Fashion lines in the Gaytees range were modelled by Moira Henderson, wearing some of the latest Telemac rainwear. She also gave the commentary of fashion features and trends for next winter. Advertising and sales promotion plans were covered by Mr. Davie, our Advertising Manager.

At each meeting our Director of Sales, C. F. Kadlec, discussed sales techniques. The salesmen found these talks most stimulating, and returned to their territories full of determination to make next winter's season a record one. Their target is to get the forward orders that will help production at top level in the summer months, and ensure that supplies for the next vital selling season in the autumn are adequate.

This is another instance of production skill and sales ability being dependent on each other. From conveyor to consumer is a team job, and there can be no weak links anywhere along the line.

Right.—Moira Henderson, modelling a new colour range of Nylon Silhouette.

Below.—A group taken at the London meeting at which the presentation of protective footwear was given by E. J. Hopkins.

