

Roll No: K19-1048

Name: Amman Soomro

Meeting Agenda

Call to order

Meeting Chairman

Review of Previous Meeting:

Mr. Tom Robbins

Open Issues

- a) Sales problem of Rural Customers as compared to Urban customers.
- b) Opinions about sales in different rural areas.

Main Points and New Ideas by:

Mr. Jack Peterson.

This and Next Meeting Scheduled by:

The Chairman

Adjournment

The Chairman

MEETING MINUTES

Call to order

The meeting was held by **The Chairman**.

Attendees

Meeting Chairman

Jack Peterson

Margaret Simmons

John Ruting

Alice Linnes

Jennifer Miles

Bob Hamp

Tom Robbins

Members not in attendance

Anne Trusting

Adoption of Agenda:

As Presented.

Adoption of Previous Agenda:

To review the last meeting held on 24th June.

Presented by: Chairman and Tom Robbins.

Reports:

The following points were reported by Jack Peterson:

1. More priority should be given to Rural customer needs.
2. Collection of data regarding spending habits of a certain area, through a survey.
3. Different data mining techniques should be used to understand our customer better.
4. Detailed information of the customer should be obtained by our sales team.

Sales Improvement:

Jack Peterson asked that all members express their opinions on rural selling. John Ruting recommended the creation of a marketing strategy to concentrate more on rural areas. Alice Linnens felt rural consumers had to feel as relevant as the urban consumers, she proposed giving more support to rural sales team with detailed consumer monitoring information.

People at the meeting approved of her idea.

Adjourn:

Adjourned by the Chairman.

Announcements

No new announcements.