

MEMORANDUM

From: Henry Morgan

To: John Rouse

Subject: Hyper-Aggressive Salespeople

We spoke about this a few weeks ago. In view of the need for LegacyCo to find a new strategic direction and possibly a totally new offering plus a request has been made by Barbara Williams in the LegacyCo that three members of my sales team return. There are two reasons why this may be opportune.

1. By the end of this period we will have approached all the identified Early Pragmatist customers in our preferred niches and worked with the development teams to bend the offering to the particular needs of that group. From here on the nature of the sale is likely to change. We will move from 'hand-holding' and projects to somewhat more 'mass' though not fully mass market. The skills required to address the coming markets are much more of a hyper-aggressive sales nature. We simply must win at this point driving as many customers as possible to our offering.
2. Meanwhile, LegacyCo will be trying to get the early customers for their offering, something at which my group is well skilled.

If you are agreeable John has commissioned a short list of candidates who fit the profile. The list is attached.

Regards

Jack

MEMORANDUM

From: John Rouse

To: VP Sales NewCo

Subject: Hyper-aggressive Salespeople

As requested I have had a short list of hyper-aggressive salespeople created.

DECISION SUPPORT DATA

- Sales Record: Range 1 to 5 with 5 Highest
- Reputation for Results: Range 1 to 5 with 5 High

THIS TABLE IS UNDER REVISION

Name	Min. Salary \$000s	Tech. Comp	Leadership Style	Reputation for Flexibility	Reputation for Results
Mary Howland	250	4.9	-2	2	3.8
Julia Deminiak	230	5	4	3	4.3
Fred Flintstone	300	4	-1	4	4.4
Terry Cooper	275	2.9	3	4	4.6
Isabel Warriner	320	4.9	4.4	4	5
Howie Stanfield	290	5	5	5	4.7
Francis Kay	198	1.01	3	4	3.5
Hugh Monton	200	1.04	4	5	4
Barney Rouble	220	0.99	4	5	4.2
Hannibal Laffer	180	0.85	5	4	4.6
Katherine Woods	200	1.12	4.5	3.5	5
Diana Strong	310	1.13	3	4	4.8
Terry Franco	250	1.1	-1	3.5	4
Walter Hughes	220	1.05	-2	5	4.6
Winston Jacks	320	1.1	2	4	4
Maureen Finkel	400	0.99	3	5	4.3
Jean Hancock	275	0.85	1	3.9	5
Urquart Fenton	320	95	-1	5	4