

Planting The First Seed... An Apple Seed, Of Course!

Apple continues its commitment to education. Now comes an exceptional offer to schools: computer literacy through...APPLE SEED.

Computers are a necessary and enjoyable part of life like food and books. Computers are not everything, they are just an ASPECT of everything and not to know this is computer illiteracy.

Computer literacy is one of the most pressing needs in education today.

Apple comes to the rescue!

How It Works:

Apple is going to provide a "Computer Literacy Start Up Kit" free of charge to the school buying its FIRST Apple.

Apple pays for it. It doesn't cost you anything. Apple authorized dealers are eligible for the program whether they buy a demonstration copy of the literacy package or not.

The various pieces of the literacy package, bought from the outside, would cost a school a little over \$500.00. This will help you in price competition as no other manufacturer makes an offer like this.

You can write this package into a bid, thereby insuring that the specification is exclusively Apple.

The only way the school can get it FREE is to buy a system from you, the dealer.

When Does It Start:

Apple Seed takes off on February 15, 1981 and runs through the end of the school year, July 31. (You will find further details in your dealer mailings.)

The Six Components That Comprise The Kit:

1. *Show and Tell*: Bound in a durable, brown vinyl notebook, the teacher and student may examine real computer hardware and the development of computer technology from the abacus to the punch card to today's micros.
2. *Computers and Education*: Written by Dr. James Poirot, this 89 page paperback discusses computer history, educational computer applications, learning games and current computer trends among educators.
3. *Microcomputer Systems and Apple BASIC*: In simple non-technical language this gives an overview of computer languages and offers a step-by-step guide to Apple-soft BASIC.
4. *Computer Discovery*: This is hands-on experience. It enables students to understand, to use and to program computers. It also teaches history, applications, components, programming, analysis and social and economic impacts of computers.

continued on page 3



A survey was undertaken by Apple in September to determine which dealers are currently using seminars and what their results have been.

The purpose was to develop better seminar programs in the future and to understand why, if seminars do mean more sales, aren't all dealers into doing them. Fifty-one dealers were contacted by telephone and interviewed using a structured questionnaire with a limited number of open-ended questions. Four additional dealers were contacted who were known to be making extensive use of seminars.

The Dealers' Evaluation of Seminars

- The typical dealer spent 14.8 hours and \$643.00 preparing and running a seminar.
- They typically sold 3.4 systems as a result of each seminar. In addition, dealers reported an average increase of 27.5% in their total business as a result of running seminars.
- Dealers cited that they observed additional benefits resulting from a better, more professional image within their area and definite changes in the mix of their customers.
- Many noted better success by customizing seminars to the needs of specific groups.
- The dealers found direct mail to be the most effective way of attracting qualified clients.

Worth Noting: Playing with the statistics that \$700 and ten hours gets you 3.4 systems and averaging that to each of those systems being a \$900 profit...the average profit from holding a seminar is \$2,360.00. That, added to the fact that the dealers using seminars reported increases in sales of 27.5%, plus improvement in their customer mix and image in the community, makes giving a seminar an intelligent choice.

Linda Lyon

IN THIS ISSUE . . .

WINNING	1
APPLE SEED (COVER STORY)	1
also tie-in letter...what we can expect from Apple Seed	3
WINNERS AND LOSERS	2
APPLE UPDATE	3
APPL'ICATIONS	4
APPLE INTRODUCES	4
OUTSIDE THE ORCHARD	5
THE APPLE SERVICE NETWORK	5
WILLIAM TELLS	6
APPLE COMPUTER CANADA	7
APPLE IN BUSINESS	8



WINNERS AND LOSERS

We Get Letters!

Mr. Gene Carter, Apple Computer, Inc.

Dear Gene:

A plaque recently arrived via U.P.S. which is now one of my favorite possessions. It's the "Power To Grow" sales contest winner's plaque which I am most proud to own. Thank you very much. I like it better than the trip and it will certainly last longer.

May I take this occasion to say that my brief association (even remotely as a dealer) with Apple Computer, Inc., has been the most exciting and most rewarding of my life. May it continue for many years to come and get better and better.

Cordially,

Bill Easterling, The Computer Room, Chicago, IL

Excitement is the essence of Apple! We are delighted that it is happening on Oak Street in Chicago. It is you, the dealers across this country, who have supported Apple's phenomenal success. Thus, we do not consider your association "remotely as a dealer," but instead, as an essential member of the Apple family!

Mr. Walter Mathews, Apple Computer, Inc.

Dear Sir:

Am I mad!

Today at the direction of my supervisor, I contacted several of the distributors listed in the North Carolina area as dealers of your Apple Computer. On each occasion I was told that the mark-up they received was not enough to warrant them driving to our Winston-Salem office to give a demo on the equipment. In fact, I was told that if I wanted to see the graphics capability of the machine I would have to wait because they did not have that particular tablet in stock. This is ridiculous. I thought OEM's and dealers were out to make money. None of the businesses I called were more than an hour away from our office. How much more effective a demo is when given at your own offices where all concerned can see the workings of the equipment and apply one's own particular applications to the hardware. When I explained that it would be impossible to get our drafting group together for several hours away from the office, I was told that this is our "policy." This way of doing business is doing nothing to promote your product.

Sincerely,

TOTAL CONCEPT INCORPORATED
Winston-Salem, North Carolina

More and more, the voice on the phone and letters such as this one are telling us that the business customer wants us to come to them. Often a big purchase must be reviewed by several busy people and that order will go to the salesperson who determines that packing up the system and making a "housecall" will payoff.

Apple Computer:

I believe we can use one of your computers, possibly two.

We have a Burroughs 9000 that we use for billing—accounts receivable, etc., but I believe you have one we can use for inventory.

I saw your ad in last Sunday's L.A. Times and spent Monday a.m. trying to buy one or at least get some information.

I stopped by two of the dealers listed in your ad and was asked to leave my name and someone would call me, but I have not been called.

I picked up a brochure in one of the dealers and have called the number shown but the girl who answered said she could give me no information, that her job was mail order.

I have just called another number listed and the phone has been disconnected.

How do you buy an Apple?

F.G. Berlin

How about it Los Angeles dealers? Someone out there want a sale?

Apple Computer, Inc.

Dear Sirs,

I am in eighth grade and am thirteen years old. This past July I took a computer class at a local college as part of a program for academically gifted children. In this course I became very interested in computers and learned a fair amount of BASIC.

In August I went to camp for four weeks. The camp had an Apple II Plus and a TRS-80. Each had one disk drive.

After having a chance to use both computers I decided that the Apple was much better.

When camp was over I went to visit my grandparents. My grandfather had a Pet home from the school he teaches at. I used the Pet for many hours in the week I was there. I do not think it can compare to the Apple.

I think that the Apple II Plus is the best home computer you can buy. It is easy to use and does an incredible amount.

I have enclosed a list of what I think is the best Apple II computer system you can buy. (I hope to get it someday.) I just wanted to compliment you for making a great home computer.

Sincerely,

Neil Schneider, Worcester, MA 01609

Neil, we are sending your letter on to Dick Goodman at The Computer Place in your town. We know you are very busy with school these days, but Dick will want to keep in touch with your future, we're sure.

APPLE UPDATE

THE LATEST NEWS ABOUT APPLE PRODUCTS, CAMPAIGNS & SUPPORT

The Silentype,[®] Apple's Versatile and Reliable Silent Graphics Printer

Very soon, the Silentype[®] III will be available for your Apple III. Like the Silentype II, it is a quiet, versatile and compact thermal graphics printer. It offers increased flexibility over other printers—at a fraction of the cost. Because the Silentype receives both its power and intelligence from your Apple computer, you can program the Silentype whether you are using machine language, BASIC or Apple PASCAL. You can also use the Silentype effectively without doing any programming at all.

Features

- Smart bi-directional printing
- Bold letters
- Seven styles of double-wide letters
- Multiple character sets
- A utility program is included to allow the Silentype III to copy whatever appears on the Apple III screen
- The Silentype III printer interface is built into every Apple III
- Superscript, subscript and underlining capabilities

- A raw graphics mode to allow you to control low-level printing functions

Customer Benefits

- Higher reliability than other microprocessor-based printers since it contains fewer components
- Greater printing flexibility because it is completely software controlled; whatever your Apple III is capable of, so is your Silentype III
- Ideal for office or home environments because it is exceptionally quiet
- Easily transportable with your Apple because it takes up little space and weighs just six pounds
- Economical since it saves you time and money, requiring no preventive maintenance, adjustments or lubrication

Ordering Information

Apple Part Number:	A3M0001
Suggested Retail:	\$525.00
Dealer Price:	\$375.00
Master Pack (5):	\$355.00

Planting The First Seed . . . An Apple Seed, Of Course!

continued from page 1

5. *Applesoft Tutorial*: This leads the newcomer to a firm understanding of how to use and program the Apple. As part of the Apple Seed package, each school will receive a classroom set (25 copies) of the Applesoft Tutorial.

6. *Educational Software Directory—Apple II Edition*: This ends the flipping through of catalogues and computer magazines as it is the only comprehensive directory of educational software available for the Apple.

So...be prepared for teachers and administrators. They will soon be coming in to ask you about Apple Seed, the sensational new computer literacy package. Let's get those new schools into the Apple Orchard by planting the first seeds.

Your demonstration copy of the Apple Seed program materials can be purchased by sending a \$150 check to:

Apple Computer
Attention: Jackie Smith
232 Java Drive
Sunnyvale, CA 94086

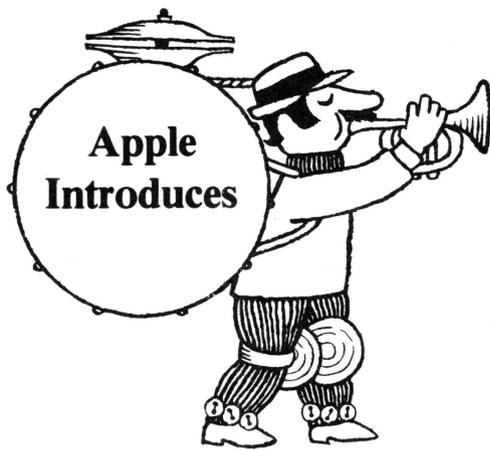
Request service product #652-0356 or call Jackie at (408) 734-1013; phone orders will be C.O.D.

Here's What We Can Expect From Planting Apple Seeds!!!

Todd Ude
1109 Huntleigh Dr.
Naperville IL. 60540

Dear sirs:
I am in junior high and at our school we have an Apple computer. At school we realize how great our computer is. Now I'm trying to persuade my parents into thinking about buying one. Could you please send me some information on your personal computers.

Sincerely, Todd Ude



Kim Peyser will soon be interfacing with dealers in Wisconsin, Northern Illinois and upper Michigan. This new sales representative has a wealth of knowledge about microcomputer products and retailing.

Before joining Apple Computer, Kim was employed with Hewlett-Packard in their Personal Computer Division in Rolling Meadows, Illinois. Kim was responsible for the calculator sales and Hp-85 computer systems sales to dealers. Prior to joining H.P., Kim was employed with Honeywell, Inc. and was responsible for Energy Management product sales to Chicago and area distributors.

Welcome Kim, to the Apple family!

Walter K. O'Dowd is our new Field Service Manager in Cupertino. Walter comes to Apple after successfully managing three service organizations, 12 years active duty in Naval Aviation and a 2-year partnership in an electronics sales and service operation in Hawaii. His field service background includes positions as Service Manager at Lockheed Electronics, Trendata Corporation and Franklin Electric. He is still an active member of the Naval Aviation Reserve and flies with Patrol Squadron 91 out of NAS Moffett Field. Walt's responsibilities at Apple include the coordination of all activities between the Regional Service Centers and the home office service operation. He is also responsible for all dealer, owner and OEM servicing operations. In other words, if you have any field servicing problems or questions, Walt's the man to call.

Meet *Bryan Haas*, the 5¼ kid! Actually, his real title is Sales Development Specialist/Technical. But, he's been called "5¼" because Bryan's first claim to fame was his resume that came to Apple on a diskette. Sales Support is excited to have his technical expertise and his dealer-based experience. He has worked at The Computer Tree in Endicott, New York since it first opened in 1977. There he was the technical resource for both hardware and software, eventually becoming Product Marketing Manager in charge of business sales. Coming from this environment, he is familiar with nearly every aspect of running a dealership and many of the dealer's concerns. At Apple, Bryan has joined the sales staff to provide the field and our dealers with support.



APPL'ICATIONS

Did You Know...

...that an Apple II personal computer system is at the heart of the Sun/Tronic House? ...Sun/Tronic is Copper Development Association's Showcase Prototype Solar Home? The house is located in Fairfield County, Connecticut. It is supposedly the most fully computerized home ever built.

The innovative private residence will get about 45% of its space heating and domestic hot water needs from its active solar energy systems, plus an additional 15% of its space heating from its passive solar system. Among the home's passive systems is a greenhouse/solarium which provides solar-heated air that is distributed through an energy column to hollow "air floors" in the family room and library.

Apple performs a variety of duties in the home, masterminding an extensive array of electronic sensors and controls in order to monitor the very subtle temperature changes throughout the structure.

The homeowner can also calculate interest expense on

major purchases, do tax planning and forecast monthly maintenance costs. The children of the home prepare term papers, explore music and art, analyze the results of scientific experiments and try to outwit Apple at chess or "Star Wars." The Sun/Tronic House demonstrates how Apple personal computers can be used to enhance any family's quality of life.

Linda Lyon

Electronic Bulletin Boards... Where are they?

Electronic Bulletin Boards are being unveiled at a fantastic rate. These computerized message and information centers are now available in almost every area and are utilized for everything from selling a car to leaving a message for a friend. Apple dealers and owners have been the major force in the creation of these centers. In many cases, the equipment involved has been provided by the local dealer and is set up in his dealership.

Applesource would like to do an Electronic Bulletin Board update in an upcoming issue. We need your help! If a center exists in your area, please let me know! If it offers exceptional features, service or capability, briefly describe those too. Please include the name by which the bulletin board is called and the phone number, including area code. *Applesource* will compile a list and possibly visit and write a feature article on the best centers.

Thanks for your help...log off at x&. #!\$00*!

John Hazelwood X. 2482



The Apple Service Network... A Major Sales Asset

Over the last few months of 1980, some profound changes were taking place in Apple Service. We quietly, (at times not so quietly), were growing into a large and powerful decentralized service network.

Apple is proud of the fact that we now have over 1,000 authorized Apple Service Centers worldwide. We passed this mark in November. Roughly two-thirds of these are in the U.S., with 25% in Europe and the remaining 9% distributed over the rest of the globe. The number of Level I Centers is growing at a remarkable rate outside the U.S.

At the same time, we have decentralized our Apple operations to move closer to you, our customers. Apple Regional Service Centers (Level II) are now located in Sunnyvale, California; Irvine, California; Carrollton, Texas; Charlotte, North Carolina; and Zeist, Holland serving our European distributors. Westboro, Massachusetts (serving the Northeast U.S.) and Toronto (serving Canada) will be opening in the first two months of 1981. As we continue to decentralize our Distribution operations, we will be creating more of these "Level II" Centers.

Expanding into this large network has been a real challenge and has not been without its problems. We experienced some severe turnaround problems at our Regional Centers. Thank goodness these problems are behind us now. I would like to personally thank all of you for your patience and understanding in bearing with us through our "growing pains."

It's time now to drop "back to the basics" and make a New Year's resolution to work together to meet our service goals. Your goal as a Level I Service Center is to give your customers same day turnaround when they need service. Our goal at the Level II Centers is to support you in meeting your goals by:

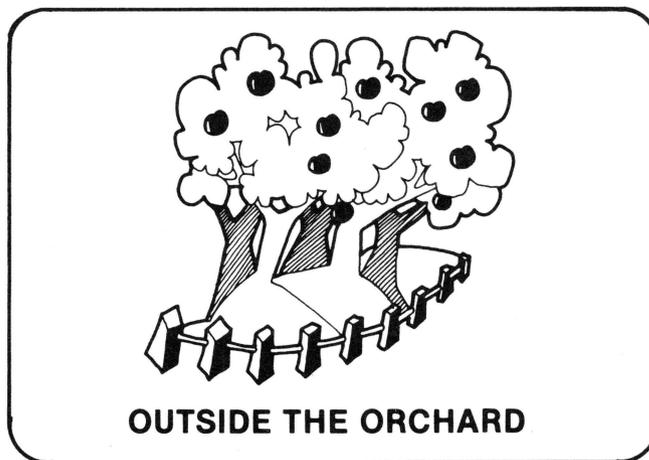
1. Giving you same day turnaround on module exchanges (not counting transportation time).
2. Giving you two day turnaround on parts orders.
3. Giving you five working-day turnaround on "Repairs and Returns."
4. Answering the technical questions that you have about servicing Apple products.

If the Apple goals are not being met and it is adversely affecting you, you should by all means contact your Apple Regional Service Manager. These individuals are:

1. Bob Jansen—Sunnyvale, CA (serving Northwest U.S.)
Telephone (408) 745-6045
2. Bill Reekes—Irvine, CA (serving Southwest U.S.)
Telephone (714) 549-0119
3. Ron Garidel—Carrollton, TX (serving Central U.S.)
Telephone (214) 245-9330
4. Mike Cornblith—Charlotte, NC (serving Eastern U.S.)
Telephone (704) 525-8120
5. Herman Schooneman—Zeist, Holland (serving Europe)
Telephone 1-3403-22804
6. Sami Asfour—Sunnyvale, CA (serving international entities other than Europe) Telephone (408) 996-1010

We all know that service and support are becoming more and more important to our customers as they make their buying decisions. Let's make sure we point out the great service and support program that we have all worked so hard to make happen.

Dick Baumann



An Apple For The Blind!

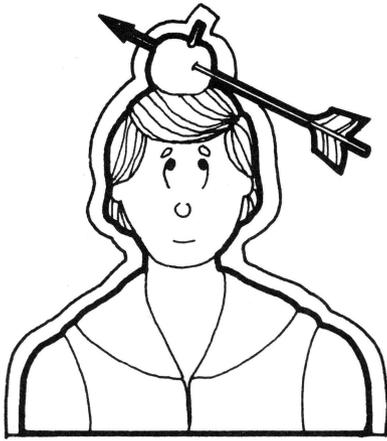
In recent issues of *Applesource*, applications for our many handicapped friends have been discussed. In that same vein, may we present an absolutely fantastic idea...an Apple Computer system for the blind!

The VERSABRAILLE system is a braille and audio information center. It is portable and simple to operate and has an input/output option which makes adaptation to an Apple possible.

Information is instantly translated into braille and read on an electromechanical display which holds 20 characters at a time.

When interfaced through an RS-232-C port to an Apple, the world we all have come to cherish is literally at their fingertips! Anything you do with your computer—information retrieval and analysis, number crunching, programming, fun and games—is now available for the sightless.

The VERSABRAILLE is offered by Telesensory Systems, Inc., 3408 Hillview Avenue, P.O. Box 10099, Palo Alto, CA 94304. Phone (415) 493-2626.



William Tells!

Dear William,

How can I answer some of the technical questions my customers ask?

Deciphering Dealer Dave

Dear Dave,

The Apple Hotline people have assembled the most often asked questions and their answers in *The Answer Book*. It isn't a product, but is available to dealers for \$27.00 by writing the Hotline at the main Apple address, attention Marketing Applications.

By the way, we encourage copying and distribution of this information. Its in all of our best interests.

Dear William,

What's this we hear about a Special Delivery Catalog? How do I get one?

Missing out in Missouri

Dear Missing Out,

In the November dealer mailing we sent a sample copy of the new Special Delivery Software Catalog to all stores. Since that time many have called requesting more catalogs. In case you misplaced the information on how to obtain quantities of the free Special Delivery Software Catalogs, here it is again:

Special Delivery Software (800) 538-3088
or in California (800) 662-9256

Dear William,

How can I plot my Apple Plot data on my printer?

Plotting away in San Jose

Dear Plotting,

There are too many different types of printers and plotters to support them so we chose the Silentype and Qume Sprint 5. If you use the "P" option to save your file, you can print the picture later. All you need to do is use a program to plot the image on your printer.

Computer Stations has plotting routines for several popular printers. Their address is:

Computer Stations
12 Crossroads Plaza
Granite City, IL 62040
(618) 452-1860

Dear William,

I would like to order an Apple II Plus and peripherals through the dealer employee purchase plan but I'm not sure how to go about it.

Wondering Jan

Dear Jan,

Check in your Resource Binder under the miscellaneous section. There is a list of the qualified products and a certificate that you need to fill out. Send the certificate along with a certified check, money order or cashier's check to your Field Sales Representative. He/She will send it along to the Regional Support Center where your order will be processed and filled. If you have any questions about anything, give your Regional Support Center a call.

Dear William,

Where, oh where has Lee Collings, our liason in sales gone?

One of many distressed dealers

Dear Distressed,

Lee is much missed in the sales department at Apple but is enjoying his new job as Distribution Products Engineer. He created a hard act to follow but please put some trust in Brian Haas, John Hazelwood and Linda Lyon who have taken his place. They are anxious to get to know all of you.

Dear William,

How do I make a copy of the Integer and Applesoft Basics diskette that came with my PASCAL or DOS 3.3?

Stuck without a Backup

Dear Stuck,

The Basics diskette is a PASCAL diskette. The DOS 3.3 copy program will copy the Basics diskette but DOS 3.3 can't catalog it.

If you don't have DOS 3.3 yet, you will have to copy the Basics diskette the same way the other PASCAL diskettes were copied, using the PASCAL Filer.

Dear William,

Why doesn't TAB(X) work with my printer?

Tabatha

Dear Tabatha,

Apple's printer cards are designed to print out BASIC program listings in the same indented format that you get on the screen. This feature confuses the TAB(X) function. Here is an example line of how to get tabs to work properly.

```
10 PRINT CHR$(4);"PR#1"  
20 PRINT X1;:POKE 36,55:PRINT X2
```

The variable X1 will print on the left margin and X2 will print at column 55. The number 55 can be a variable.

Please Note: If the printing goes to the screen and the printer, then DON'T tab past 40 with this method. It will scramble the beginning of your program.

continued on page 7



William Tells

continued from page 6

Dear William,

Why won't my disk work in a BASIC program with my printer?

Diskouraged Nancy

Dear Nancy,

The most common cause of this is using a plain "PR#1" to turn on the printer instead of PRINT CHR\$(4);"PR#1". There is a description of the interactions between DOS and a printer on page 100 through 105 in the DOS Manual or the DOS 3.2 Manual.

Dear William,

Could you please tell Apple dealers that the customer might like to sit at the console? As a teacher and parent I wanted to see how comfortable I might be with the computer but the salesperson would not give up the drivers seat.

**Suzanne,
Parents' Club Educational Chairman**

Dear Suzanne,
Consider it done!

Dear William,

What do I do about my paddles? They don't go the full range to "255" My switches are wearing out, too. HELP!

Poor Paddling Pete

Dear Pete,

One possible cure to your woes would be Tuner Contact Cleaner which is available at almost any electronic store. Spray the cleaner into the switch or into the pot just above the connecting lugs. Works like magic!

Dear William,

What do I do with those strange intermittent problems that seem to crop up now and then? I suspect the contacts on the boards in the expansion slots. Should I use contact cleaner?

Pondering in Pennsylvania

Dear Pondering,

No! No! No! Definitely not. Contact cleaner can be conductive and all you are likely to end up with is a sticky and totally ruined card. What I suggest is to use a regular pencil eraser on the contacts until they shine. This should also be used as preventive maintenance.

P.S.: William encourages your questions. Just write him at Apple, c/o Linda Lyon.



Apple Computer Canada Ltd. Opens

On Saturday November 8, 1980, Apple Computer Canada Ltd. hosted a welcoming cocktail party, followed by a sumptuous feast for Apple dealers of Canada. The festivities kicked off the first gathering of exclusively Canadian Apple dealers. The following two days were filled with dealer meetings at Toronto's Inn-On-The-Park Hotel. Over 100 were in attendance, representing 67 Canadian dealers. Personnel from Apple Cupertino teamed with the staff of Apple Canada to give the dealers an overview of Apple—who we are, what we've accomplished thus far and where we plan to

go in the near future. Dealer participation was excellent and much was learned by both parties.

Following the dealer meetings, Apple Computer Canada Ltd. participated in the Canadian Computer Show held at the International Center in Toronto. The Apple booth was inundated with people from the opening of the show on November 11 through the closing on November 13. The display modules were a new design and were extremely well received by the show attendees. Each of the three 8-foot-high towers housed three Apple systems. Each tower reflected one of the three major Apple markets—Education, Scientific/Industrial and Business. As anticipated, the new Apple III was the major attraction.

Apple Computer Canada Ltd. has opened new offices at 111 Elizabeth Street, Suite 500, Toronto, Ontario M5G 1P7. Phone (416) 977-6220.

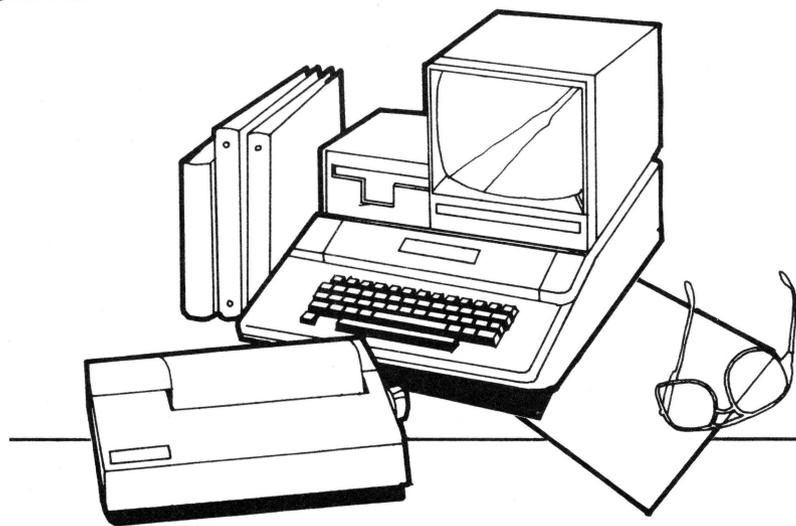
The enthusiastic staff of Apple Computer Canada Ltd.:

Andre Sousan—President
David Killins—National Sales Manager
Art Dutton—National Service Manager
Donna Kuzmonovich—Area Administrator
Lynda Schofield—Area Associate

A. J. Laymon, Canadian Business Manager, is liaison between Apple Canada and Apple Corporate.

Apple Computer Canada Ltd. anticipates the addition of new personnel to better serve and support the Canadian Apple dealers.

John Hazelwood



Apples in Business

A Critical Moment!!!

The first moment a business person spends in your store is absolutely critical.

It very likely will determine whether you make the sale—or whether this prospect goes to another store.

Typically, you have to make three sales: yourself; the software; and finally the hardware.

The most important sale is “yourself.”

You have to convince him that you understand him and that you understand his “problem.” Then, you have to convince him that you have the capability to help him through the trauma of acquiring and using this “frightening device,” a personal computer.

In other words, you have to make the customer feel comfortable with you in your store. People buy from those they feel comfortable with.

In professional salesmanship terms, this part of selling is often called “building rapport.”

How do you “build rapport?” You can’t do it overtly by making a formal sales presentation.

It has to be done while you are ostensibly selling the hardware and software system. And, you won’t even get a chance unless the first impression makes the prospect feel comfortable. The first impression you make on the prospect is THE lasting impression. It is almost impossible to change.

The prospects’ first impression is visual. It occurs when he walks through the door of your store. It occurs when you introduce yourself.

Your appearance tells a lot about you.

It “says” what you are. If it’s businesslike, it says to the prospect, “This guy may understand me because he is dressed like me!”

But if it’s a sports shirt, it may say, “This guy couldn’t work where I do. He probably doesn’t understand me (or my problems).”

Does this mean you have to wear a suit and tie?

It depends!

How does most of your store traffic dress?

I’ll bet very little of your traffic comes in sports shirts.

Even if you don’t wear a neck tie, put on a business shirt. At the least it says, “This guy dresses like me, he just doesn’t have his tie on at present. I wish I could get away with taking mine off.”

Your store’s appearance says a lot about the “business practices” of the store.

If it’s neat and clean it says, “These guys pay attention to detail! Perhaps they can help me.”

If it is set up to demonstrate to business men it says, “These are business people who MAY understand my problems.”

Your store and your personal appearance are two factors over which you have absolute control. They set the stage for your future relationships with the prospect.

Don Williams



November 18, 1980

Ms. Linda Lyon
Apple Computer
10260 Bandle Drive
Cupertino, CA 95014

Dear Linda:

Just to keep you posted. . .

Todd Anderson of Affordable Computers of Santa Clara has successfully given seminars featuring Apple Computer and Business Applications. Todd utilized the local radio and newspaper medias and received an overwhelming response of over 200 people. The seminars were conducted at the Marriott Hotel on September 24 and 25. As a result, he had a substantial increase in Apple Computer, Peripheral and Software sales.

He is currently planning another two-day seminar for November 18 and 19.

These seminars have proved to be very successful for Affordable Computers; you may wish to share this with our dealer base.

Carolyn Chin
Account Executive
THE T. PICKETT SALES GROUP