

TRS-80 DEALER NEWS MEMO 82/1



36-24-36!

Who says figures don't lie? More accurate figures would be 30-24-50 . . . and no, I am not talking about measurements. How did you ever get that idea?

Currently 30 per cent of Dealer Department sales are in our computer line, while Company Stores are reporting 24 per cent of their total sales are computers. We anticipate that within two years 50 per cent of all the business done by Tandy Australia will be in computers, not instead of, but as well as non-computer products.

One complaint we received during the Dealer Seminars held in conjunction with Computorama was the large amount of mail sent out from the Dealer Department. Now that another body has been added to the staff we will be doing something about that mail. I will increase it!!!

We are considering flagging the mail boxes so that TRS-80 updates and other computer related material will be sent only to the Dealers who want it. Any Dealer may upon request be removed from my mailing list, at the risk of hurting my feelings (and his pocketbook!!!)

Before Ed Epps and Peter Taylor lay hands upon me in a very unfriendly manner, let me explain my views on almost doubling your (and my) computer sales. This should be an increase in business, not a case of selling computers **instead** of RC cars, Cuddly Radios and Wrist Watches. In actual fact selling a computer should increase your sales in other areas. The computer customer will call back on you more frequently than any other customer. He wants to see what is new in hardware, software, etc., and in the meantime finds new items to spend his money on.

Computer customers do have the money to spend. They are beautiful prospects for stereo, car systems calculators, etc. Try it, you'll find it works. All you have to do is to sell a few computers.

Need help? That's where I come in. My job is solely to HELP YOU SELL COMPUTERS! Call 638 6633 ext 264 or write to me, Dave Henby, at the ASC Department, Box 229 Tandy. I am at your service.

DAVE HENBY