

# GENERAL ELECTRIC

OUTDOOR

POWER EQUIPMENT

OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,  
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## SALES AND MARKETING:

This is a TEST MAILING to I-5 prospects in the Indianapolis, Chicago and North Carolina markets. It is the forerunner of a nationwide mailing of the same material (but excluding the test market areas).

May 4, 1973

Dear I-5 Dealer:

We know you need presold I-5 sales leads. And right now. That's why we are going to put two fact-packed I-5 information packages in the hands of I-5 prospects in your area. Information so interesting prospects will write back to us for more detail. And when they do, we'll rush you their names and addresses for your immediate followup.

How is this going to happen? With a two-part direct mail program. We know a good direct mail list is fast, selective, and gets the most immediate results. That's why we bought the best list and customized it to the I-5 market. Our mailing will be going to the people you want to talk to.

And here's what they get in the two mailings we plan:

### First Mailing

To hit your market  
May 14th

Reprints of news articles from Modern Materials Handling, Plant Engineering, and Iron Age, three of the most prestigious industrial magazines; an introductory letter and most important, a reply card that becomes your sales lead.

### Second Mailing

To hit your market  
June 14th

More detail in this mailing. The GE I-5 Industrial Electric Tractor System, our new brochure that presells the prospect giving the reasons and the push to buy. Again, that all-important return card gives him the easy way to reach us...and you.



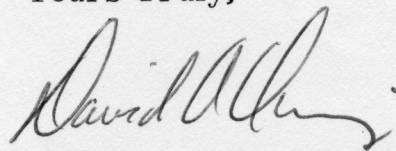
Here's how the return card works for you: ~~your~~

1. The prospect sends us the return card.
2. We send you a lead card with his name.
3. We send the prospect more literature and your name.

Result: he knows who you are; you know who he is. We close the gap to help you close the sale.

But we need your help. Because we must know when these information packages arrive in your marketplace, we are putting you on the mailing list too. Tell us the date you receive the mailing so we can pinpoint postal problems and estimate lead time. We also want to know how many leads you turn into actual sales. Please save those lead cards we send you and jot down your followup date, sale date etc. and return them to us.

Yours Truly,



David A. Quincy - Manager  
Advertising and Sales Promotion

cc: Marketing  
Sales Force