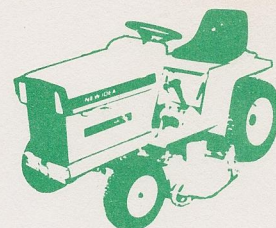




LAWN & GARDEN



Battery power is better

"THIS IS NOT A TALE"



Hello there! This is your New Idea storyteller. The following is true, but all names and places have been changed to protect the innocent. THIS IS NOT A FAIRY TALE!

Once upon a time there were two lawn and garden dealers. One was called Progressive Inc. and the other Passive Inc. Each were located on the outskirts of a town and each town had 10,000 people in it. One day a man came along selling battery powered garden tractors. Both dealers were delighted in having the opportunity to sell a product which had very little competition. Progressive dealer decided that he should sell this new concept in lawn and garden care and ordered six of the new units. Now Passive dealer also decided that he too could make some extra "jack" by selling these electric units and ordered the minimum quantity of four.

As time passed both dealers obtained the suggested parts stock and service tools. Also, each sent a man to the factory training school. Progressive dealer sent his best man, but Passive dealer felt that he could not part with #1 man so he sent #4.

As time passed, the snow went away and the grass turned green, and each dealer knew that the time had come when people would start coming in, wanting to buy garden tractors. Both dealers decided to have a demonstration day and show off their new wares. In fact, they were going to give away a pair of gloves to each person who would drive this new battery powered tractor.

The demonstration day arrived. It was cold and wet. A few people showed up but the numbers were not what both dealers had expected. Progressive dealer was a little disappointed but he knew that he had a good product and he would soon get it going. Passive dealer was a little more concerned by the poor turnout.

Progressive dealer kept plodding along, making sure that each prospect who came in inquiring about a garden tractor was shown the new electric tractor line. Within a few days he had some of the electric units sold and prospects for more.





Passive dealer had only sold one during this period but now dry weather had set in, which dampened his spirits, for he felt no one would buy lawn equipment when the grass was brown. Finally the rains came; the grass was once again green. The crops had been planted and laid by. The wheat was harvested and, in general, the interest in lawn care had returned. People were beginning to think about the lawn cleaning that would soon be required by the falling golden leaves of Fall.

Progressive dealer, realizing the sales potential that fall and winter weather brings, started placing more emphasis on his lawn and garden sales, especially the battery powered line. Things began to happen. Customers, stirred by the local advertising, started coming in, proving once again there was an interest in lawn and garden in the Fall.

By now, Progressive dealer had seen the handwriting on the wall and, by making sure that each of the owners of the new electric tractor had a battery filler and filled their battery regularly, he eliminated most of his problems. For he knew that the water level of the batteries was one of the most important factors in trouble-free operation.

The 12 battery powered garden tractors that were sold by Progressive dealer made him feel very, very good and prosperous, and he lived happily thereafter with his Avco New Idea lawn and garden contract.

THE MORAL: HE WHO STAYS WITH IT USUALLY GETS THERE.

To Territory Managers: A 5-minute cassette tape of the above story is available at your Regional Office for your usage or listening pleasure.

