

ISS45 Competitive Trade-In ... Continued (fun at SDA/ICRDA next month)

June 8, 2000

I remember it well — staring at some particularly *outré* outfit Bernard¹ was wearing at the time, something made out of a combination of roofing tiles and black PVC with enormous red plastic buttons — and those were just the *shoes*. His comment: “Clothes, Boyfriend, make the man.” Or maybe it was “Clothes make the consultant,” I’m not completely sure, although I’m positive that making this particular man was not on my current to-do list at the time.

“What...” he continued, “...what would my “event” clients think if I came to meetings in vanilla clothes and all the merchandising VP could say was “**NICE PANTS?**”

For myself, I’ve always kind of *liked* khakis, but Bernard continued, “And say I want to do my **chartreuse.com** IPO up on Sand Hill Road with Kleiner Perkins and I finally get John Doerr for a couple hours but I’m dressed up like the Man in the Gray Flannel Suit from the ‘50s and John’s thinking ‘this guy’s no dot-commie...’ Face it, guy-guy, you gotta get your threads in their heads.”

And even though none of Bernard’s clothing could technically at that point in time be called “fabric,” I had to concede the point. Then he asked me how the Big Promotion was doing, trading in all that old NCR stuff, and once again, there I was telling Bernard he’d been right all along and it was working out great.

“So extend, *extend!*” he said. “**Get your threads in their heads.**” Think about all those Dealers out there, giving demonstrations and fixing hardware and beating the living daylight out of their competition, and they’re wearing ... what? Maybe a nice Hawaiian shirt? Maybe something from Brooks Brothers? That’s going to help us? No. Tell you what they’re really wearing I’ll bet. I’ll bet the guy goes out to the store wearing an old Casio shirt — *ooohh, ooohh* — even better, some NCR shirt they got years ago in Cancun to go with the food poisoning. That what you want them to wear?”

“Besides,” he continued — Bernard was on a roll now — it’s not just get threads in their heads. First, you gotta get your threads in their **hands**. So as long as you’re trading out all those old NCR 2127 systems, why don’t you trade out the NCR clothes while you’re at it?”

That’s one thing about working with Bernard. You never know where he’s going, but there’s usually a brilliant idea out there at the end of his mental dirt roads.

SO HERE’S THE DEAL:

- Come to SDA/ICRDA in Las Vegas. Come to our Special Session on Sunday July 16 (9:00—4:00) or our Dealer Meeting on



¹ Our famed but particularly *outré* marketing consultant.

Monday evening the 17th. (5:00-6:15, then we'll move to a nice exclusive little party afterwards.)

- Bring an NCR shirt. Go through those closets. Bring several — but c'mon, they have to be in reasonable “wearable” condition. Got a SASI shirt? OK, bring that. Casio? IBM? Not that exciting, but Ok.
- We'll give you a trade-in brand new ICL polo shirt. A really nice one. Right there. Instant gratification. Your choice of size. Bring in 5 NCR shirts, take home 5 ICL shirts. Equip your staff. Get your Support and Service people out there in the right uniform.
- First-come-first-served at the show — we're bringing a ton of them, but if we run out or don't have your size left, we'll just get more and send them to you. But you gotta bring the shirts to the show.

How about this: we put a big old laundry hamper in the middle of the ICL booth, and instead of doing demos of V7/WinPoS and the TeamPoS 2000 and the 9000 Scanner/Scale, we'll all just stand around and watch the NCR laundry stack up. Why not? You've been taking these guys to the cleaners for years.

ICRDA

To Your (dress for) Success,

Tony

Tony van Seventer
Director: Supermarket Systems