

SALES BUILD UP FOR HONDA 50's

We recently saw Jim Harrison, general sales manager of European Honda in Great Britain, and asked him about his plans for marketing Honda 50's in Britain. We were especially anxious to learn when Honda 50's would be available to the retail trade.

HERE ARE OUR QUESTIONS AND MR. HARRISON'S ANSWERS:

- Q. You have been planning the merchandising of the Honda 50's (Nifty, Thrifty Honda Fifties as you call them) for several weeks now: how is the scheme going?
- A. Like a bomb in some ways—frustrating in others!
- Q. When will you be ready to start selling?
- A. At the Earls Court Show; but it all depends on the availability of a complete range of spare parts in volume, plus 500 sets of special tools (cost seven guineas per set). Some 51,000 pcs. of spare parts have been cleared already but our target is to build up a stock of £25,000 at CIF prices.
- Q. Are you setting a great deal of store on the service angle?
- A. Yes. Honda will be dogmatic in this regard, but in no other way will it tell its customers what to do!

This briefly is our programme in this respect:

1. Having installed the £25,000 worth of spares in a wholesale depot, packs of spare parts, value £20, £30, £50 and £100 trade will be collated.

2. The next phase is to train our representatives. The team is now completed. We will ensure that it understands fully the workings of the product itself.

3. At the Earls Court Show, and during the remainder of November, we look forward to appointing a dealer in each marketing area: some of the larger areas like London, Birmingham, Manchester, etc. will obviously contain more than one dealer. Having established our outlets, we move to the next phase, which is that

4. Technical staff, factory trained, accompanied by sales representatives, will visit certain principal cities, i.e. London, Birmingham, Manchester, Bristol, Newcastle and Glasgow, together with spare parts, demonstration models and the special tools, for a period of three days in each city.

Our appointed dealers will be asked to send their representatives in order that they can receive a course of instruction in the product and the use of the tools.

Spares and tools will be delivered to our dealers and the final great moment arrives

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DEALING WITH WOULD-BE DISCOUNT SNATCHERS

The following amusing (and salutary) correspondence has just passed between Watkinson Motors, Ltd., of 124-126 and 136-138 Stockwell Road, London, S.W.9, and the sports and social club (motor-cycle section) attached to a prominent civil service establishment.

THE APPROACH

The Manager,
Watkinson Motors,
Stockwell Road,
S.W.

Dear Sir,

I have been requested by members of the above newly-formed m/c section to contact your good self with a view, if possible, to obtaining spares, service, etc., from your establishment on a trade or discount basis.

The club to date is 70 strong, including scooters, and is expanding.

I trust you will give this matter your kindest consideration and await your reply in due course.

Thank you.

Yours in anticipation

THE BRUSH-OFF:

Dear Sir,

Thank you for your letter and we note that your members wish to buy goods at trade prices, and we would be very happy to oblige and supply spares at cost price and trust you will find this acceptable.

Of course, as fair-minded individuals, your members will realize that these concessions cannot be made unilaterally and, presumably, they will be able to arrange for us to obtain postage stamps, postal orders and various other services of the GPO at like discounts.

Perhaps you would be kind enough to reply stating what discounts we, as a firm, may expect to receive on a reciprocal basis.

Yours faithfully,

p.p. Watkinson Motors Ltd.

THE END:

I have not received any reply, says E. Watkinson. He adds that he always counters requests for discount on similar lines and thinks that trade would be far healthier if all traders took the same attitude.

AND SO DO WE!

when the machines themselves will be despatched.

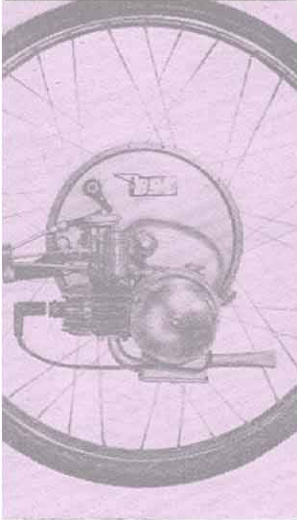
Q. How good are the trade enquiries and interest following your recent advertising in the *Trader*?

A. Excellent,—and when the prices, discounts etc. become known, I forecast a big flood of applications for the franchise.

Q. What about the product itself?

A. A small range is on show at 80 Piccadilly. Several dealers have looked in (they now share my enthusiasm); the more that come the merrier; we invite all *Trader* readers.

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