

Fisher/CMS 1998 Sales Meeting

Session Open - :03

Internet-connect sounds bring up search engine

www.hypersales@cms.com typed into search window

Meeting home page comes up

Cursor moves to Welcome button and clicks

Welcome window opens to full frame

Opening video rolls - techno-pop music bed, original lyrics, footage of salespeople in action, high-energy MTV visual style

Video ends, image freezes, shrinks back into window on meeting home page

Jim Lindenfeld/Katie Maris - Warm-up - 15:00

Cursor moves to Speakers column and clicks on the top name, Jim Lindenfeld

Jim Lindenfeld home page comes up with Jim in movie window

Jim

(on video)

Ladies and gentlemen...to open the 1998 CMS National Sales Meeting, it is my supreme honor and privilege to introduce a man of intelligence, sophistication -- and a death grip on your sales reports! Ladies and gentlemen please welcome your Vice President of Sales Operations, Jim Lindenfeld! Let's hear it for me!

Fanfare music up

Smoke erupts behind lectern

Light cone forms in smoke

Jim Lindenfeld appears in cone

Music out

Jim

Welcome to Tucson. I hope everybody had a good flight.

(Dry option)

(Wet option)

How about that El Nino? If this is what we had wanted we could have held the meeting at Splash Mountain! I've never seen this much rain -- outside of Seattle. This is supposed to be the desert, but I swear I saw a lizard with gills yesterday. It was being chased by a coyote on jet skis! I'm not making this up! It's on the prompter!

But we're going to have a great meeting. Let me show you.

Jim moves lectern/mouse and cursor moves on screen to Back button and clicks Meeting home page returns

I know that traveling to the meeting cramped a lot of people's style on New Year's Eve, so we've planned a sort of virtual New Year's Eve to give you another shot at it. You'll also visit the Digital Delli for a few choice bytes. (I'm sorry about that. It's another prompter thing.)

In a return to the format of previous years, our vendor show is going to be held in suites -- a move so popular with our vendors that they are reinstating the tradition of presenting vendor awards during our gala awards-and-entertainment banquet.

And during our session this afternoon, we've got some very dynamic news to impart to you, news that will impact just about everything you do as a CMS salesperson. Jim Osborn will fill you in on the state of the company -- how we're doing and where we're going. Jack Daniels will roll out some great new products that will impress your customers and increase your sales. Mike Feeney is here to tell us of the heroic efforts he and his people are making to smooth out our operations. And, perhaps the most exciting news of all, Mike Varty will tell us all about the new reorganization of the sales force and the new compensation plan. I know you'll all be eager to...

A woman in the audience interrupts.

KT

Excuse me?!!

Jim

I'm sorry. What was that?

KT

I said 'Excuse me!' I have a question!

Jim

Well, we really hadn't planned on any Q & A.

KT

Well I hadn't planned on being 'reorganized,' either! I have a question!

Jim

Well let's not shout. Why don't you just come on up and ask your question and then we can get back on schedule.

Woman comes up on stage
Jim hands her a microphone

Jim

OK, what's your question?

KT

Well, I may have only started with CMS last week, but I've been selling lab supplies for a long time -- and I've been 'reorganized' before!

Jim

Yes, well...

KT

And the next morning he was gone!

Jim

Ah, I'm sorry to hear that, but...

KT

So my question is this: What the... What do you guys think you're doing here?!!

Jim

Well, we think we're making the right moves to take CMS -- and it's salespeople -- to a whole new level of prosperity.

KT

Uh, huh. Howzat?

Jim

By changing the way we sell to take advantage of changes in the market.

KT

Whoa. This is going from bad to worse. 'Change the way we sell?' What do you mean 'change the way we sell'?

Jim

I mean instead of selling the benefits of our products to the people who use them, we're going to be selling the benefits of our inventory-supply system to the people who make buying decisions.

KT

Now I have a clinical question for you.

Jim

What's that?

KT

Are you nuts?

Jim

I don't think so. All eight of my psychiatrists tell me I'm perfectly sane.

KT

Don't you understand that we sales people have relationships with the people we've been selling to? Don't you understand that it takes enormous amounts of time and energy and emotional investment to build those relationships? Don't you understand that I was counting on cashing in on those very relationships in my new job? Why are you doing this to me?!!

Jim

It's for your own good.

KT

I've heard that before, too.

Jim

I'm sure you have, but...

KT

He said it was a weight-loss program.

Jim

Well...that's...

KT

And in the morning he was gone!

Jim

Well, let me assure you...

KT

I've heard that before, too!

Jim

Stop that! I'm trying to explain! Here, maybe this will help.

Jim moves cursor to a little icon of two vertical rectangles with columns of dots on them, one upright and the other visibly sagging, and clicks on it
Icon expands to full-frame, gaining detail to depict drawings of two hospitals, one in good shape, the other sagging and sick looking

KT

What's that?

Jim

This is...A Tale of Two Hospitals.

KT

Is it story time already?

Jim

Yes.

KT

Juice and cookies afterward?

Jim

Yes.

KT

OK. I'll listen.

Jim

Good...

Jim tells the Tale with graphic support: There once were two hospitals, Hospital A, Our Lady of Perpetual Payments, and Hospital B, Merciless General. They both did business in the traditional way, with inventory being ordered and controlled by a variety of people, each with responsibility for a different area. But then the Big Bad HMO came along and told the hospitals that if they didn't cut their expenses in half, the HMO would cut their occupancy in half. Hospital A tried to deal with it by cutting back, working harder and pressuring suppliers for breaks -- but all they got was bent. Hospital B, on the other hand, took a fresh look at their whole supply system and found that they were spending \$X on inventory and \$10X on inventory control (specifying, ordering, receiving, storing, accruing, expensing, verifying and paying -- not to mention long lunches with salespeople). So they reasoned that if they could get all their supplies from one supplier, who could automatically replenish supplies as they were used -- and maybe even supply the hospital's needs in advance by monitoring admittance information -- then they could cut their supply costs by more than half, even if they paid more for the inventory! So they found a supplier who could do that -- and the hospital, the supplier and the HMO all prospered together. After that, word got around, and now all the hospitals want to cut their supply costs in half, even Our Lady of Perpetual Payments. That's where we come in.

Jim moves the cursor to Back and clicks

The meeting home page returns

Jim Lindenfeld/Katie Maris - Jim Osborn Introduction

Jim: So that's why we have to change.

Well, when you put it in terms of X's, it's ever so much easier to see your point.

I thought so.

But cartoon hospitals aside, Jim, I still want to know how this is going to work. I could still get my old job back, you know. They begged me not to leave.

Really?

Yes, really, computer-boy!

Well it's all going to be explained a little later in our program. I'm sure you'll find out everything you ever wanted to know if you'll just return to your seat and...

Oh, you'd like that, wouldn't you? Let's just cut to the chase, here. I've got decisions to make. Give me that mouse.

Katie moves the mouse to the speaker column

When you want results, start at the top. I didn't win the Rubber Glove Championship two years in a row by being timid!

She clicks on Jim Osborn

Stage lights out, Jim & Katie exit to wings

Jim Osborn Presentation - State of the Company - 15:00

Jim Osborn home page comes up, with audio self-introduction by Jim Osborn

Fanfare music up

Smoke erupts behind lectern

Light cone forms in smoke

Jim Osborn appears in cone

Music out

Jim Osborn presents the State of the Company

- Last year's performance

- Next year's goals

- Vision for the company

At the conclusion of the presentation, Katie enters and interrupts the meeting again. That was inspiring, Mr. Osborn! And I'm not just sucking up, either! I especially liked the part about _____ . But I still don't understand...

They briefly interact, then Katie moves the cursor to Mike Varty and clicks

Mike Varty/Katie Maris - Sales Force Reorganization and Compensation Overview - 30:00

Mike Varty enters as did Jim Osborn

Katie re-emerges as soon as he begins to discuss the reorganization

His presentation unfolds as a series of questions and answers between Katie and Mike

He closes by explaining to her what he wants her to take away from the meeting:

We still differentiate ourselves by the quality of the data we provide, we're just going to a broader data base and now considering all our customers' transactions in the service we provide. Our goal is to provide our customers with systems that make their lives easier, even if we have to give them away.

Katie clicks up the next speaker

Jack Daniels Presentation - The Marketing Plan for 1988 - 30:00

Jack enters as did the others

Katie's interaction is less than with Mike, mostly ooh's, ah's and other expressions of approval.

Jack discusses:

- New products

- Product promotions

Catalogue support
Point-of-sale support
Marketing Management Group support of salesforce
Katie clicks up next speaker

Mike Feeney? - Distribution and Customer Service Logistics - 20:00

Speaker enters as did the others

Katie Interacts as before

Speaker discusses...

Distribution and Customer Service Logistics!

Katie clicks Jim Lindenfeld back up

Jim Lindenfeld/Katie Maris - Meeting Close - 5:00

Jim and Katie, in comic interaction, summarize the high points of:

The new salesforce reorganization

The new marketing plan

The new plans for distribution and customer service

Jim Osborn's vision for the company

In the end, Katie is converted.

Session closes with Katie pep-rallying the crowd into a frenzy

Theme music in

Lights up

Door open

JIM LINDENFELD

JIM OSBORN

Ladies and gentlemen, it's my privilege to be your next speaker. But please don't feel obligated to applaud my entrance...as I am...after all...only...the President of Fisher Health Care. Please welcome Jim Osborn.

MIKE VARTY

Now please welcome a man who has held more positions within this company in the last two years than he ever knew existed...and enjoyed every one of them, Mr. Osborn, really I did!... your Senior Vice President and General Manager of Fisher Health Care, Mike Varty.

JACK DANIELS

Our next speaker is the only man I ever knew to be both employed and unemployed -- at the same time -- by the same company! Ladies and gentlemen...“Jack’s back!” Let’s hear it for Senior Vice President of Marketing, Jack Daniels!

MIKE FEENEY

Ladies and gentlemen, your next speaker is a man who can confidently challenge anyone -- anytime -- anywhere -- to come up with a complaint he hasn’t heard. And winning that bet is his only consolation. Welcome your Director of Operations Health Care, Mike Feeney.