

DISPLAY OR DIE!
The Coors Game Show
1995 Field Sales Forum

PRACTICE ROUND

OFF-STAGE INTRO: Ladies and gentlemen! It's time to play *Display or Die!*, everybody's faaaaaavorite sales game. So please put your hands together and welcome your host, comedian Jeff Harms!

Talent enters stage to comically overdone applause track.

Host

GOOD MORNING! GOOD MORNING LADIES AND GENTLEMEN
AND WELCOME TO *DISPLAY OR DIE!* YOU KNOW, WHEN
COORS ASKED ME TO HOST THIS GAME, I HESITATED
BECAUSE, IN TODAY'S POLITICAL CLIMATE, I FIGURED
THE LAST THING I NEEDED TO BECOME INVOLVED WITH
WAS SALES-AND-VIOLENCE.

BUT THEN THEY EXPLAINED TO ME THAT YOU DON'T
REALLY DIE IF YOU DON'T DISPLAY -- YOU JUST
SUFFER DEGRADING HUMILIATION, DECLINING SALES,
UNEMPLOYMENT, REPOSSESSION AND BANKRUPTCY.

AND THAT DIDN'T SOUND SO BAD.

I'VE BEEN INVOLVED IN WORSE.

THEN THEY EXPLAINED THAT IT'S REALLY NO BIG DEAL
BECAUSE IN THE BEER BUSINESS *SALES IS VIOLENCE*
AND THAT, TO YOU PEOPLE, LOSING A DISPLAY SPACE
TO SOME FLAT-LAND BEER FEELS ABOUT LIKE A FLYING
KICK TO THE GROIN ANYWAY -- AND THEY SAID THEY
WANTED YOU TO THINK OF YOUR SALES TRAINING AS A
GOOD DISPLAY-CUP!

SO THEY DEvised A GAME WHICH SIMULATES YOUR
SITUATION ON THE STREET -- SORT OF LIKE LIFE
IMITATING REALITY -- AND IT'S MY JOB TO SIMULATE
THE KICKING PART.

I'VE ENCASED MY ENTIRE LEG IN LATEX JUST FOR THE
OCCASION.

AS THE ANNOUNCER HAS TOLD YOU, MY NAME IS JEFF
HARMS. I USED TO BE A TEACHER, SO...(2 min. from
talent's comedy club material)...I FEEL EMINENTLY
QUALIFIED TO BE YOUR HOST TODAY.

IN THE COURSE OF OUR GAME, THE ACCURACY OF ALL
ANSWERS WILL BE JUDGED BY THE WORLD'S GREATEST
AUTHORITY ON BEER SALES -- AND ON EVERYTHING ELSE

AS WELL, I AM TOLD -- MR. CARL BARNHILL.
(gestures to Carl. Carl gives thumbs up)

AS YOU KNOW, CARL IS AN ALL-AMERICAN SUCCESS
STORY. YESTERDAY, HE COULDN'T TELL THE
DIFFERENCE BETWEEN 40 AND 32 OZ. BOTTLES...BUT
TODAY, HE'S OUR FINAL AUTHORITY. WHAT A COUNTRY!

I JUST MET CARL YESTERDAY -- AND I WAS
IMMEDIATELY IMPRESSED WITH HOW MUCH HE LOOKS LIKE
ROBERT REDFORD! HAVE YOU EVER NOTICED THAT?
CARL HAS. HE'LL TELL YOU ABOUT IT.

BUT, YOU KNOW, LOOKING LIKE A CELEBRITY CAN HAVE
A DOWN-SIDE, TOO. LAST WEEK I WAS ON A DELTA
FLIGHT FROM DALLAS TO NEWARK AND I MET A
STEWARDESS WHO SAID SHE HAD ACTUALLY *FLOWN* WITH
ROBERT REDFORD...

HEY! SPEAKING OF FLYING, HOW MANY OF YOU FLEW IN
TO OUR GREAT NEW DENVER INTERNATIONAL AIRPORT FOR
THIS MEETING? CAN I SEE YOUR HANDS?

HOW MANY OF YOU STILL HAVE BAGGAGE?

HOW MANY HAVE *YOUR OWN* BAGGAGE?

I THOUGHT SO.

ANYWAY, AS I WAS SAYING, THIS STEWARDESS SAID SHE FLEW WITH ROBERT REDFORD AND -- WHILE I CAN'T REPEAT WHAT SHE *ACTUALLY* SAID -- I CAN TELL YOU SHE CONSIDERS THE MAN *POLITICALLY INCORRECT*, TO SAY THE LEAST.

PICTURE THIS: THE GUY IS IN FIRST CLASS, OUT LIKE A LIGHT, SLEEPING LIKE LEO KIELY AT A WEIGHT-WATCHERS MEETING.

AND WHEN THE STEWARDESS BENDS OVER HIM TO SERVE A DRINK, THE GUY WAKES UP WITH A START -- AND SPILLS A WHOLE TRAY-FULL OF DRINKS IN HIS LAP.

THEN HE TURNS INTO THE WHINER-FROM-HELL.

HE STORMS BACK INTO COACH RANTING AND RAVING, SHOWING OFF HIS WET CROTCH LIKE HE WAS CAMPAIGNING FOR A PURPLE HEART AND THREATENING TO SUE FOR MALICIOUS SHRINKAGE...OF HIS SUIT, I THINK IT WAS.

AND THE GUY IS *REALLY* OBNOXIOUS. HE'S SO LOUD, THE CAPTAIN TURNS ON THE NO-BITCHING SIGN. THEY DON'T OFTEN DO THAT.

THEN HE COMES BACK UP INTO FIRST CLASS AND YELLS AT HER. FINALLY SHE GETS HIM TO SIT DOWN -- WITHOUT OFFERING TO TOWEL IT OFF FOR HIM -- AND HE *STILL* KEEPS WHINING, BLAMING HER FOR EVERYTHING BUT THE BASEBALL STRIKE, ALL THE WAY TO NEWARK.

THEY LAND IN NEWARK AND THE GUY IS STILL COMPLAINING. IT'S MINUS TEN DEGREES IN NEWARK THAT NIGHT AND A FOUR-BLOCK WALK TO THE NEAREST TRANSPORTATION. AND THE LAST THING SHE SEES OF THIS GUY, HE'S WADDLING OFF STIFF-LEGGED, BLAMING HER BECAUSE HIS PANTS ARE FREEZING TO HIS DISPLAY CUP!

SO CARL, IF YOU EVER FLY ON DELTA FROM DALLAS TO NEWARK, YOU MIGHT WANT TO BE A LITTLE *EXTRA NICE* TO THE STEWARDESS. WE'D HATE TO SEE THAT HAPPEN TO YOU!

OK! LET ME TELL YOU A LITTLE BIT ABOUT HOW OUR GAME WORKS AND THEN WE'LL CALL YOUR AREA VICE PRESIDENTS UP HERE TO PLAY A PRACTICE ROUND. *DISPLAY OR DIE* CONSISTS OF THREE ROUNDS -- FACT-BASED SELLING, ACCOUNT STANDARDS AND RAMP TRAINING. EACH FBA WILL COMPETE AS A TEAM. FOR

EACH ROUND, I WILL RANDOMLY SELECT A CONTESTANT FROM EACH FBA. THIS CONTESTANT WILL REPRESENT THE TEAM. THE WINNING CONTESTANT FOR EACH ROUND WILL WIN A CRISP, NEW ONE-HUNDRED DOLLAR BILL. AT THE END OF THE GAME, THE FBA WITH THE MOST POINTS WINS AND EVERYBODY ON THE TEAM GETS A HUNDRED DOLLARS.

THAT'S RIGHT! *EVERY MEMBER* OF THE WINNING TEAM RECEIVES A CRISP, NEW ONE-HUNDRED DOLLAR BILL FROM CARL BARNHILL -- AND YOU KNOW HOW HARD IT IS TO SEPARATE CARL FROM CASH...

EXCEPT MAYBE WHEN IT COMES TO FLYING KYLE PETTY CLEAR ACROSS THE COUNTRY TO BUY DISPLAY SPACE, RIGHT CARL? (ad-lib interaction with Carl, how he knows we're only kidding, etc.)

OK, AFTER I FINISH READING EACH QUESTION, THE FIRST PLAYER TO HIT HIS BUTTON GETS FIVE SECONDS TO ANSWER THE QUESTION.

(talent hits button, sound effect sounds)

A CORRECT ANSWER WINS YOUR TEAM ONE POINT, AS RECORDED ON OUR OFFICIAL DISPLAY OR DIE GAME BOARD.

(right answer sound effect sounds, 1 point comes up on board)

AN INCORRECT ANSWER LOSES ONE POINT.

(wrong answer sound effect sounds, 1 point subtracted on board)

IN THE EVENT OF A WRONG ANSWER, THE REMAINING PLAYERS COMPETE FOR THE RIGHT TO ANSWER THE QUESTION.

AFTER THREE WRONG ANSWERS, THE QUESTION IS THROWN OUT.

AND IF THREE QUESTIONS GO BY WITH NO RIGHT ANSWERS, CARL THROWS THE WHOLE GROUP OUT -- AND I DON'T JUST MEAN OUT OF THE GAME!

THE TEAM WITH THE MOST POINTS AT THE END OF THE GAME WINS! IT'S THAT SIMPLE. SO WHADDAYA SAY? ARE YOU READY TO *DISPLAY OR DIE?*

ALL RIGHT! LET'S BRING ALL EIGHT COORS AVP'S UP HERE!

(music plays as AVP's come up on stage)

WELCOME GENTLEMEN! IS EVERYBODY ON THE RIGHT
COLOR? YOU'RE A REGULAR RAINBOW COALITION.

(talent moves to stage right player)

LET'S ST`RT OVER HERE WITH THE...AH...WHAT IS
THAT
COLOR? SORT OF A...MOULDY CHEESE, YES?

AT THE FAR LEFT GAME STATION, LADIES AND
GENTLEMEN, WEARING THE MOULDY CHEESE SHIRT, THE
CAPTAIN OF HOUSTON'S HEROS, HOUSTON BALL.

(his team cheers, others boo)

HOUSTON BALL...THAT'S AN INTERESTING NAME. DID
YOUR PARENTS HONEYMOON IN HOUSTON?

HOUSTON, YOU'RE THE GULF COAST AREA VICE
PRESIDENT IS THAT RIGHT?

WHAT DO YOU DO FOR A LIVING?

(Talent introduces and ad libs with each player
in turn, asking about game strategy, special

tactics, feeling about the other players, etc. -
2 min.)

VINNY PRATTICO (YO, VINNY! I'VE ALWAYS WANTED TO
SAY THAT!) - MID-ATLANTIC AREA - MID-ATLANTIC
MAULERS (NICE NAME, VINNY, VERY FRIENDLY. THE
GUY NAMED VINNY FROM THE EAST COAST HAS THE ONLY
THREATENING TEAM NAME. VERY NICE.)

PETE BETKA - NORTHEAST- NOR-EASTERS (NOR-
EASTERS...EXCITING NAME, PETE. DID YOU COME UP
WITH IT? WOULD YOU ADMIT IT IF YOU DID?)

TERRY NAUSLAR (HAS ANYBODY EVER TOLD YOU HOW MUCH
YOU LOOK LIKE PAUL NEWMAN? I'LL BET YOU COULD
EASILY FOOL...AN AIRLINE STEWARDESS.) - MIDWEST -
MIDWEST MUSCLING ITS (MUSCLING ITS?!! WHAT IS
THAT, YOUR WAY OF AVOIDING A GENDER REFERENCE?
ARE WE BEING POLITICALLY CORRECT NOW?)

GARY STYLES - NORTHWEST - PAC STREET FIGHTERS
(WHAT IS THAT? PAC STREET FIGHTERS? A
POLITICAL ACTION GANG? IS THAT PART OF THE
CONTRACT ON AMERICA?)

MIKE JACKSON (AH, THAT'S ACTUALLY MICHAEL JACKSON, ISN'T IT, MIKE?)- SOUTHWEST - SOUTHWEST WAVE

ROBB CASERIA - HIGH PLAINS - HIGH PLAINS DRIFTERS
(WHAT IS A HIGH PLAINS DRIFTER, ROBB? IS THAT SOME KIND OF MID-WESTERN VAGRANT WITH A DRUG PROBLEM? I DON'T THINK YOU CAN CALL THEM THAT, IT'S NOT POLITICALLY CORRECT. I THINK "CHEMICALLY CHALLENGED BUS PASSENGERS" IS PREFERRED.)

SCOTT WHITLEY - SOUTH CENTRAL - SOUTH CENTRAL MAVERICKS (MAVERICK...THAT'S A KIND OF A LOST COW, ISN'T IT, SCOTT?)

OK! SO NOW THAT EVERYBODY KNOWS EVERYBODY, LET'S PLAY... *DISPLAY OR DIE!*

(music plays as host moves to position between banks of players)

ALL RIGHT, GENTLEMEN, HERE WE GO. KEEP IN MIND THAT THIS IS JUST A PRACTICE ROUND AND THE POINTS YOU WIN OR LOSE WILL NOT COUNT, NO MATTER HOW BADLY YOU EMBARRASS YOURSELVES. READY?

OK. OUR PRACTICE ROUND QUESTIONS ARE ALL BASED ON CURRENT EVENTS, STUFF THAT'S COMMON KNOWLEDGE THAT YOU ALL SHOULD KNOW. THIS SHOULD BE EASY. HERE'S THE FIRST ONE:

1 WHAT IS THE AVERAGE AMOUNT OF FAT CONSUMED BY AN AMERICAN ADULT EACH WEEK, EXPRESSED IN STICKS OF BUTTER? ANSWER: 6

2 IN WHAT YEAR DID EUNUCHS WIN THE RIGHT TO VOTE IN INDIA? ANSWER: 1994

3 IN WHAT YEAR DID CONGRESSMAN SONNY BONO FIRST REGISTER TO VOTE? ANSWER: 1987!

4 HOW MANY RUSSIANS HAVE SIGNED A PETITION TO RESTORE THE COUNTRY TO A MONARCHY? ANSWER: 800,000

5 WHAT PERCENTAGE OF AMERICAN ADULTS SAY THEY HAVE NEVER HEARD OF THE INTERNET? ANSWER: 58%

6 HERE'S A RELATED QUESTION -- WHAT IS THE DOLLAR VALUE OF THE TUPPERWARE WHICH WAS SOLD THROUGH TUPPNET IN THE LAST YEAR? ANSWER: \$1,300

- 7 HOW MANY TIMES HAS JOURNALIST WALTER CRONKITE
ATTENDED A GRATEFUL DEAD CONCERT? ANSWER: 2
- 8 WHAT IS THE AVERAGE NUMBER OF LAND MINES PLANTED
EACH DAY LAST YEAR, WORLD WIDE? ANSWER: 5,479
- 9 WHAT U.S. CONGRESSMAN APPEARED ON LOVE BOAT FOR
MORE YEARS THAN HE HAS SERVED IN CONGRESS?
ANSWER: FRED GRANDY
- 10 HOW MUCH SULPHUR, IN PARTS-PER-BILLION, MUST
BE PRESENT IN A HUMAN EXHALATION BEFORE IT IS
CONSIDERED BAD BREATH? ANSWER: 130
- 11 HOW MANY GAS STATIONS IN FRANCE OFFER THE
SCENTED GASOLINE KNOWN AS FRUITY VANILLA SUPER?
ANSWER: 3,500
- 12 IN THE VILLAGE OF OLIGUT, PAPUA, NEW GUINEA
LAST YEAR, HOW MUCH MONEY WAS RAISED TO SEND
AN O.J. SIMPSON LOOK-ALIKE TO LOS ANGLES?
ANSWER: \$1,705
- 13 IN WHAT U.S. TOWN WAS LAST JANUARY'S LOW
TEMPERATURE OF TWENTY-FIVE BELOW ZERO RECORDED?
ANSWER: HELL, MICHIGAN

14 WHO EARNED THE HIGHEST SCORE ON CELEBRITY

JEOPARDY OF NOVEMBER FIRST 1994? ANSWER: GENERAL
NORMAN SCHWARZKOPF

15 WHAT U.S. PRESIDENT WAS ELECTED BY THE LOWEST

PERCENTAGE OF VOTERS? ANSWER: ABRAHAM LINCOLN

WELL, THAT WAS QUITE A ROUND. LET'S LOOK AT THE
SCORE...

(talent reviews score, which should be all
negatives)

AFTER A PERFORMANCE LIKE THAT, LADIES AND
GENTLEMEN, I'M SURE YOU'RE AS READY FOR A BREAK
AS I AM.

(music comes up under talent)

SO WE'LL TAKE A BREAK NOW, BUT BE SURE AND BE
BACK IN YOUR SEATS IN FIFTEEN MINUTES AND BE
READY TO *DISPLAY OR DIE!*

(music up full, house lights up)

ROUND 1 - FACT-BASED SELLING

OFF-STAGE INTRO: Ladies and gentlemen, please welcome back the host of *Display or Die*, Jeff Harms!

WELCOME BACK! IT'S TIME FOR MORE DISPLAY OR DIE
-- AND THIS TIME WE'RE GONNA DO IT WITH LIVE
CONTESTANTS!

(talent moves to stage right game station)

ROUND ONE IS BASED ON FACT-BASED SELLING AND THE
FIRST THING WE HAVE TO DO IS PICK SOME PLAYERS.

I'M GOING TO DO THAT NOW FOR THE _____ 'S
BY PICKING A NAME, COMPLETELY AT RANDOM, FROM
THIS OFFICIAL *DISPLAY OR DIE* NAME CONTAINER
(talent holds up shoe box) WHICH USED TO BE
(talent turns box to look at end) AN OFFICIAL
NIKE CONTAINER -- THANKS, DICK!

AS THE CONTESTANTS FOR THIS FIRST ROUND WILL ALL
BE RAE'S, THIS PARTICULAR NAME CONTAINER CONTAINS
ONLY THE NAMES OF _____ RAE'S. HERE WE GO.

(talent picks out name, reads to audience, tells the individual to come up to the stage. When all are on stage, talent greets and ad-libs briefly with each one, then initiates the game and plays as many of the following questions as time permits.)

1 IN A FACT-BASED SELLING PRESENTATION, THE FAIR SHARE ANALYSIS COMPARES A KEY ACCOUNT'S SHARE OF THE BEER MARKET WITH ITS SHARE OF...ANSWER: ACV OR ALL COMMODITIES VOLUME

2 THE SEGMENT SHARE ANALYSIS COMPARES AN ACCOUNT'S SEGMENT PERFORMANCE TO...ANSWER: THE COMPETITION AND THE MARKET.

3 HOW MANY OF AN ACCOUNT'S TOP BRANDS DOES A BRAND SHARES ANALYSIS COMPARE? ANSWER: 10

4 THE BRAND SHARES ANALYSIS SHOWS AN ACCOUNT'S PERFORMANCE BY BRAND AS COMPARED TO...ANSWER: THE MARKET AND THE COMPETITION.

5 IN SETTING PARAMETERS FOR ANY TRENDS ANALYSIS, WHAT ARE THE TIME FRAMES FROM WHICH YOU MAY SELECT? ANSWER: 26 WKS., 52 WKS. AND YTD.

- 6** WHAT IS INDICATED WHEN AN ACCOUNT SHOWS A DECLINING BRAND IN A GROWING SEGMENT? ANSWER: THE ACCOUNT IS LOSING SALES TO THE COMPETITION.
- 7** IN HELPING AN ACCOUNT TO UNDERSTAND WHAT VARIOUS PACKAGES ARE WORTH TO HIM, YOU SHOULD CALCULATE THE PACKAGE SHARE'S...ANSWER: DOLLAR VALUE.
- 8** TO IDENTIFY A PACKAGE THAT COULD DO BETTER, YOU SHOULD LOOK FOR A PACKAGE THAT...ANSWER: DOES WELL IN THE MARKET BUT NOT IN THE ACCOUNT.
- 9** A PACKAGE THAT'S HOT FOR SOME BRANDS BUT NOT OTHERS COULD BE DUE TO VARYING LEVELS OF WHAT THREE FACTORS? ANSWER: DISTRIBUTION, PRICE AND PROMOTIONAL SUPPORT.
- 10** HOW AN ACCOUNT'S PROMOTIONAL ACTIVITIES MAY BE AFFECTING A PACKAGE'S SALES CAN BE INFERRED BY COMPARING THE PACKAGE'S SALES TO THE PACKAGE'S...ANSWER: TREND.
- 11** IN MOST CASES, A PROMOTIONAL RESPONSE ANALYSIS WILL SHOW THAT MOST PACKAGES GET THE MOST SALES WHEN WHAT CATEGORY OF PROMOTIONAL SUPPORT IS EMPLOYED? ANSWER: FEATURE-AND-DISPLAY.

12 IF A PACKAGE IS PERFORMING WELL DESPITE A HIGHER PRICE THEN THE MARKET AVERAGE WITHOUT EXCEPTIONAL PROMOTIONAL SUPPORT, IT PROBABLY INDICATES... ANSWER: THAT THE ACCOUNT HAS CUSTOMERS WHO ARE LESS PRICE-SENSITIVE.

13 THE SALES VOLUME GAINS PROJECTED BY A DISTRIBUTION OPPORTUNITIES ANALYSIS ARE BASED ON EXISTING LEVELS OF...ANSWER: PRICING AND PROMOTIONAL SUPPORT.

14 HOW MANY OF AN ACCOUNT'S SLOWEST-MOVING PACKAGES ARE LISTED ON THE SLOW MOVERS REPORT? ANSWER: 10

15 THE PURPOSE OF THE SLOW MOVERS REPORT IS TO GET THE ACCOUNT TO DE-LIST SLOW MOVERS AND MAKE ROOM FOR...ANSWER: COORS! (THE SALES REP'S RECOMMENDATIONS)

16 WHAT ARE THE MEASURES OF FAIR SHARE CATEGORY PERFORMANCE AND WHICH OF THEM IS MORE IMPORTANT IN DEVELOPING A RECOMMENDATION? ANSWER: SHARE AND TREND, TREND MORE IMPORTANT.

- 17** THE SEGMENT SHARE ANALYSIS IS DESIGNED TO IDENTIFY THE ACCOUNT'S BEST OPPORTUNITY TO...ANSWER: IMPROVE CATEGORY PERFORMANCE.
- 18** TO FIND THE DOLLAR VALUE OF A SEGMENT, YOU MULTIPLY THE ACCOUNT SHARE POINT VALUE BY...ANSWER: THE SEGMENT SHARE.
- 19** THE SEGMENT TRENDS ANALYSIS SHOWS...ANSWER: HOW SEGMENTS HAVE GROWN OR DECLINED OVER TIME.
- 20** TO BE OF USE IN IDENTIFYING AN ACCOUNT'S BEST OPPORTUNITIES TO IMPROVE CATEGORY PERFORMANCE, SEGMENT TRENDS MUST BE RELATED TO...ANSWER: SEGMENT SHARES.
- 21** THE BRAND SHARES ANALYSIS IS USED TO IDENTIFY WHICH BRANDS ARE DRIVING OR HOLDING BACK...ANSWER: THE TARGET SEGMENTS AND THE CATEGORY OR MARKET.
- 22** IN LOOKING AT A BRANDS TRENDS ANALYSIS, WHAT ASPECT OF THE ACCOUNT, MARKET AND COMPETITION FIGURES IS MOST IMPORTANT? ANSWER: THE DISCREPANCIES BETWEEN THEM.

23 WHEN A BRAND SHOWS AS SELLING WELL IN THE MARKET BUT NOT IN THE ACCOUNT, WHAT CAN A PACKAGE SHARES ANALYSIS SHOW YOU TO HELP EXPLAIN THIS? ANSWER: PACKAGES THAT ARE SELLING WELL IN THE MARKET, BUT NOT IN THE ACCOUNT.

24 IN CONSIDERING A PACKAGE TRENDS ANALYSIS, WHAT SHOULD YOU TRY TO IDENTIFY IN ADDITION TO WHICH PACKAGES ARE DOING WELL? ANSWER: WHICH PACKAGES COULD DO BETTER.

25 TO COMPARE AN ACCOUNT'S PROMOTIONAL SUPPORT TO THAT OF A COMPETITOR, YOU MUST FIRST...ANSWER: RUN A FACT-BASED PRESENTATION ON THE COMPETITOR.

26 WHEN GREATER SALES INCREASE ARE SHOWN FOR A PACKAGE WITH FEATURE-ONLY SUPPORT THAN FOR PACKAGES WITH DISPLAY-ONLY SUPPORT, WHAT IS THE MOST PROBABLE EXPLANATION FOR THIS? ANSWER: PRICE; I.E., THE FEATURE-ONLY PACKAGE PROBABLY HAS A MORE COMPETITIVE PRICE.

27 TO FIND THE GREATEST NUMBER OF OPPORTUNITIES TO MAXIMIZE AN ACCOUNT'S PERFORMANCE THROUGH PROMOTION, PROMOTION RESPONSE MUST BE COMPARED TO...ANSWER: PROMOTION SUPPORT.

28 WHAT NIELSON ANALYSIS COMPARES THE AVERAGE
RETAIL PRICE OF THE TOP SEGMENT PACKAGES IN THE
ACCOUNT, MARKET AND COMPETITION? ANSWER: THE
PRICING SUMMARY.

29 A DISTRIBUTION OPPORTUNITIES ANALYSIS CAN BE
USED TO DETERMINE HOW MUCH MORE SALES VOLUME KEY
BRAND PACKAGES WOULD GENERATE FOR AN ACCOUNT IF
DISTRIBUTED TO...ANSWER: STORES REPRESENTING
100% OF THE ACCOUNT'S ACV.

30 WHEN A DISTRIBUTION OPPORTUNITIES ANALYSIS
RECOMMENDS INCREASING DISTRIBUTION TO "100%
ACV," THIS TERM REFERS TO...ANSWER: THOSE
STORES WHICH REPRESENT 100% OF THE ACCOUNT'S
ACV.

31 IN CALCULATING A FAIR SHARE "GAP ANALYSIS,"
YOU MULTIPLY THE DIFFERENCE IN PERCENTAGE POINTS
BETWEEN CATEGORY AND ACV SHARE BY...ANSWER: THE
DOLLAR VALUE OF A SHARE POINT.

32 IN INTERPRETING A PACKAGE SHARES ANALYSIS,
WHAT IS IT THAT IS OFTEN AS IMPORTANT AS
WHAT YOU SEE? ANSWER: WHAT YOU DON'T SEE;
I.E., PACKAGES THAT SELL WELL IN OTHER

ACCOUNTS THAT AREN'T AMONG THE ACCOUNT'S TOP
TEN.

33 IF YOU WANT TO DETERMINE WHETHER PRICE
INEQUITIES BETWEEN LIKE BRAND/PACKAGES EXISTED
DURING KEY SELLING PERIODS, YOU MUST COMPARE...
ANSWER: PRICING OVER TRENDED PERIODS.

34 THE SLOW MOVERS REPORT PROVIDES FOUR MEASURES
OF AN ACCOUNT'S SLOWEST-MOVING PACKAGES. NAME
THREE OF THESE FOUR MEASURES. ANSWER: 1. DOLLAR
VOLUME, 2. DOLLAR SHARE, 3. WEIGHTED AVERAGE ACV
DISTRIBUTION AND 4. DOLLAR SALES PER POINT OF
DISTRIBUTION.

OK, LET'S TAKE A LOOK AT THE SCORE...

(Talent reviews score, announces winner, asks
Carl to present the award. Carl comes over,
presents cash, audience applauds. Music comes up
under applause.)

THAT'S IT FOR ROUND ONE' LADIES AND GENTLEMEN,
BUT STAY TUNED. WE'LL BE BACK AFTER A REPORT OF
LATE-BREAKING NEWS FROM THE CRACK COORS NEWS
TEAM, COMING UP NEXT.

(lights down, roll video)

ROUND 2 - ACCOUNT STANDARDS

OFF-STAGE INTRO: Ladies and gentlemen, once again,
please welcome back the host of *Display or Die*, Jeff
Harms!

WE'RE BACK! AND I MUST SAY THAT YOU ALL LOOK A
LOT MORE LIKE YOU DO NOW THAN YOU DID EARLIER.
THE BREAK MUST HAVE DONE YOU SOME GOOD. ARE YOU
READY TO PLAY SOME MORE *DISPLAY OR DIE*?

(if response is weak) WOULD YOU RATHER TAKE A
NAP?

SO ARE YOU READY TO PLAY?

(audience responds)

I'M SORRY, THAT'S ALL WE HAVE TIME FOR.

NO, NO, ONLY KIDDING.

BEFORE WE START, LET'S LOOK AT THE SCORE FROM THE
LAST ROUND ONE MORE TIME.

(scoreboard shows score from last round, talent comments on it, then moves to stage right game station to start picking names)

THE QUESTIONS FOR THE SECOND ROUND OF OUR GAME ARE BASED ON ACCOUNT STANDARDS AND OUR CONTESTANTS WILL ALL BE RAM'S.

WE HAVE RAM NAMES IN *YET ANOTHER* OFFICIAL NAME CONTAINER -- WE'VE SPARED NO EXPENSE FOR YOU TODAY -- AND TO REPRESENT THE _____'S...

(talent picks out name, reads to audience, tells the individual to come up to the stage. When all are on stage, talent greets and ad-libs briefly with each one, then initiates the game and plays as many of the following questions as time permits.)

1 MOST BEER-PURCHASE DECISIONS ARE MADE WHERE?

ANSWER: AT THE POINT OF SALE.

2 NON-COMPLIANCE WITH AN ACCOUNT STANDARD CAN BE

DEFINED AS...ANSWER: AN OPPORTUNITY FOR SALES GROWTH.

3 WHAT ARE THE FOUR GENERAL PRIORITY GUIDELINES FOR OFF-PREMISE RETAIL STANDARDS? ANSWER: 1. THE THREE P'S, 2. SPACE GAINS, 3. DISTRIBUTION GAINS, 4. SHELF POSITION.

4 WHAT PERCENTAGE OF OUR OFF-PREMISE RETAIL EFFORT IS FOCUSED ON PROMOTION AND SHELF MANAGEMENT? ANSWER: 60%

5 WHAT ARE THE THREE CATEGORIES OF ON-PREMISE RETAIL STANDARDS? ANSWER: 1. DISTRIBUTION, 2. QUALITY, 3. POS PLACEMENT.

6 WHAT ARE THE THREE P'S OF OFF-PREMISE RETAIL STANDARDS? ANSWER: 1. PROMOTION, 2. POS, 3. PRICING.

7 FOR BOTH ON-AND OFF-PREMISE ACCOUNTS, WHAT ARE THE RETAIL STANDARDS FOR QUALITY? ANSWER: 1. ALL PRODUCTS PROPERLY ROTATED AND 2. NO PRODUCT OUT OF CODE.

8 WHAT PERCENTAGE OF TOTAL BEER SHELF SPACE SHOULD WE HAVE IN ANY GIVEN ACCOUNT? ANSWER: A PERCENTAGE EQUAL TO OUR PERCENTAGE OF THE ACCOUNT'S TOTAL BEER BUSINESS.

9 THE NUMBER OF BRANDS, VARIETIES AND PACKAGES WE OFFER OUR CUSTOMERS IS REFERRED TO AS...ANSWER: DISTRIBUTION.

10 IN AN OFF-PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR PROMOTIONS? ANSWER: 1. A MINIMUM OF THREE DISPLAYS AND 2. ADVERTISING IN SUPPORT OF THE PROMOTION.

11 IN AN ON-PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR DISTRIBUTION? ANSWER: 1. ORIGINAL COORS/REGIONAL PREMIUM, 2. COORS LIGHT, 3. ZIMA, 4. KILLIANS, 5. ANY NEW PREMIUM OR PREMIUM + AND 6. BE ON TAP.

12 IN AN ON-PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR POS PLACEMENT? ANSWER: 1. PERMANENT POS LOCATED IN THE NO. 1 POSITION AND 2. MERCHANDISED WITH TEMPORARY POS.

13 IN AN OFF-PREMISE ACCOUNT, WHAT IS THE RETAIL STANDARD FOR SHELF SPACE/FLOOR SPACE? ANSWER: A SPACE-TO-SALES RATIO GREATER THAN MARKET OR SALES SHARE.

14 IN IMPLEMENTING RETAIL ACCOUNT STANDARDS, WHAT ARE THE THREE PRIORITY SETTING QUESTIONS ?

ANSWER: 1. WHAT STANDARD IMPROVEMENT WILL RESULT IN THE GREATEST INCREASE IN VOLUME? 2. WHAT STANDARD IMPROVEMENT IS EASIEST TO ATTAIN? 3. WHAT STANDARD IMPROVEMENT WILL SATISFY THE CUSTOMER MOST?

15 IN AN OFF- PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR POS ? ANSWER: 1. CURRENT THEMATIC MATERIAL IN PLACE AND 2. PERMANENT POS LOCATED IN THE NO. 1 POSITION.

16 IN AN OFF-PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR PRICING ? ANSWER: 1. PARITY PRICING WITH TARGETED COMPETITION, BY PACKAGE AND BRAND, AND 2. PRICE SHOWN IS ACCURATE AND CLEARLY LABELED.

17 IN AN OFF-PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR DISTRIBUTION GAINS ? ANSWER: 1. COMPLIANCE TO ACCOUNT AGREEMENT OR COMPETITIVE WITH TARGETED COMPETITION, BY BRAND, BY PACKAGE AND 2. NO OUT-OF-STOCKS.

18 IN AN OFF-PREMISE ACCOUNT, WHAT ARE THE RETAIL STANDARDS FOR SHELF POSITION/FLOOR POSITION ?

ANSWER: 1. PREMIUM BRANDS IN FIRST POSITION OR BETWEEN AB AND MILLER, 2. KEYSTONE NEXT TO TARGETED COMPETITION, 3. NON-ALCOHOL NEXT TO TARGETED COMPETITION AND 4. PREMIUM + NEXT TO IMPORTS.

19 WHAT ARE THE FOUR CATEGORIES OF OFF-PREMISE ACCOUNT STANDARDS? ANSWER: 1. THE THREE P'S, 2. SHELF MANAGEMENT, 3. DISTRIBUTION AND 4. QUALITY

OK, LET'S TAKE A LOOK AT THE SCORE...

(Talent reviews score, announces winner, asks Carl to present the award. Carl comes over, presents cash, audience applauds. Music comes up under applause.)

THAT'S IT FOR ROUND TWO. DON'T GO AWAY. WE'LL BE BACK AFTER ANOTHER LOOK AT THE NEWS!

(lights down, roll video)

ROUND 3 - RAMP TRAINING

OFF-STAGE INTRO: And now, it's time for Round Three of
Display or Die!

HELLO AGAIN! WELCOME TO ROUND THREE, THE ROUND
BASED ON RAMP TRAINING. FOR THIS ROUND WE'LL
ONCE AGAIN BE SELECTING RAM'S TO REPRESENT EACH
TEAM.

YOU KNOW, WHEN THEY WERE FIRST TELLING ME ABOUT
THIS GAME, I THOUGHT ALL THE TALK OF RAM'S AND
RAMP TRAINING REFERRED TO SOME KIND OF SHEEP-
LOADING MANEUVER.

BUT THEN I REALIZED THAT'S JUST THE WAY YOU TALK
TO EACH OTHER AT COORS.

I DON'T KNOW IF YOU'RE AWARE OF IT, BUT YOU
PEOPLE TALK IN CODE. YOU DO! I WAS WALKING DOWN
THE HALLS OF YOUR HEADQUARTERS LAST WEEK AND I
HEARD A GUY TELL CARL, "YOU KNOW, THE UPC'S
DURING DPOC MADE GOOD POS FOR THE FBA'S BUT THE
RAM'S AND RAE'S WERE REALLY PO'D."

AND CARL SAID, "BFD."

I HAVE *NO IDEA* WHAT THAT WAS ABOUT.

(talent moves to stage right game station)

SO! ARE YOU READY TO PLAY *DISPLAY OR DIE?*

OK, LET'S REVIEW THE SCORE.

(scoreboard shows score from last round, talent comments on it, then moves to stage right game station to start picking names)

REPRESENTING THE _____'S...

(talent picks out name, reads to audience, tells the individual to come up to the stage. When all are on stage, talent greets and ad-libs briefly with each one, then initiates the game and plays as many of the following questions as time permits.)

1 WHAT DOES R-A-M-P STAND FOR? ANSWER: RETAIL ACCOUNT MANAGEMENT PROCESS.

2 THE PURPOSE OF RETAIL ACCOUNT MANAGEMENT IS TO INCREASE THOSE SALES ACTIVITIES THAT...ANSWER: PRODUCE RESULTS.

3 HOW DOES A RETAIL ACCOUNT MANAGER EAT AN ELEPHANT? ANSWER: ONE BITE AT A TIME.

4 THE TWICE-MONTHLY, FULL-DAY WORKING SESSION IN WHICH THE RETAIL ACCOUNT MANAGER WORKS WITH THE DISTRIBUTOR SALES REPRESENTATIVE IS CALLED... ANSWER: THE WORKWITH.

5 WHAT ARE THE THREE PARTS OF THE WORKWITH CYCLE? ANSWER: 1. PRE-WORKWITH, 2. WORKWITH AND 3. POST-WORKWITH.

6 THE OBJECTIVES OF THE WORKWITH ARE TO...ANSWER: 1. IDENTIFY OPPORTUNITIES AND 2. COACH TO IMPROVE SAME.

7 WHAT IS THE RETAIL ACCOUNT MANAGER'S PRIMARY SOURCE FOR DETERMINING OPPORTUNITIES AT RETAIL? ANSWER: THE ACCOUNT STANDARDS CARD.

8 THE TWO PRIMARY OBJECTIVES OF THE POST-WORKWITH DISCUSSION ARE...ANSWER: 1. GOAL SETTING AND 2. SALES ACTION PLANNING.

9 WHAT IS THE MOST CHALLENGING PART OF A RETAIL ACCOUNT MANGER'S JOB? ANSWER: COACHING.

10 WHAT ARE THE TWO ESSENTIAL COACHING SITUATIONS
IN THE RETAIL ACCOUNT MANAGEMENT PROCESS?

ANSWER: 1. COACHING TO DEVELOP NEW SKILLS AND 2.
COACHING TO ENHANCE PERFORMANCE.

11 WHAT ARE THE FOUR STEPS OF COACHING TO DEVELOP
SKILLS? ANSWER: 1. EXPLAIN, 2. DEMONSTRATE, 3.
PRACTICE AND 4. FEEDBACK.

12 WHAT ARE THE THREE STEPS OF COACHING TO
ENHANCE PERFORMANCE? ANSWER: 1. REHEARSE, 2.
OBSERVE AND 3. FEEDBACK.

13 DURING AN IMPACT ACCOUNT SALES CALL, THE ROLE
OF THE RETAIL ACCOUNT MANAGER IS TO...ANSWER:
OBSERVE.

14 THE GOALS OF RAMP LIE IN TWO AREAS. WHAT ARE
THEY? ANSWER: 1. SALES GROWTH AND 2. SALES
PRODUCTIVITY

15 THE RETAIL ACCOUNT MANAGER'S ROLE IS TO HELP THE
DISTRIBUTOR REPRESENTATIVE ACHIEVE...ANSWER:
COORS' RETAIL ACCOUNT STANDARDS.

16 FOR USE IN FUTURE WORKWITHS TO ENSURE COMPLETE ACCOUNT COVERAGE, THE RETAIL ACCOUNT MANAGER RECORDS HIS OR HER WORKWITH ACTIVITY ON THE...ANSWER: WORKWITH LOG.

17 THE ROLE OF THE RETAIL ACCOUNT MANAGER IS A THREE-FOLD CHALLENGE. WHAT ARE THE RAM'S THREE CHALLENGES? ANSWER: 1. BUILD THE SALES TEAM, 2. INCREASE SALES PRODUCTIVITY AND 3. LEAD SALES GROWTH.

18 WHAT ARE THE THREE QUESTIONS THAT DISTRIBUTOR SALES REPS NEED TO BE ABLE TO ANSWER IN ORDER TO INCREASE SALES? ANSWER: 1. WHAT IS EXPECTED?, 2. HOW AM I DOING? AND 3. WHAT CAN I DO TO IMPROVE?

19 AT THE END OF THE DAY, POST-WORKWITH DISCUSSIONS ARE FACILITATED BY REFERRING TO THE...ANSWER: ACCOUNT STANDARDS SUMMARY.

20 THE RETAIL ACCOUNT MANAGER'S WORKWITH SUMMARY IS DESIGNED TO HELP THE RETAIL ACCOUNT MANAGER ACHIEVE WHAT FOUR OBJECTIVES? ANSWER: 1. FOLLOW- UP ON THE PREVIOUS WORKWITH, 2. COMMUNICATE CURRENT ACTIVITIES, 3. RECORD CURRENT OBJECTIVES AND 4. RECORD GOALS AND TARGETS AT THE END-OF-DAY REVIEW.

21 RAMP TRAINING IDENTIFIES EIGHT ACTIVITIES OF THE DISTRIBUTOR REPRESENTATIVE WHICH A RETAIL ACCOUNT MANAGER SHOULD OBSERVE IN ASSESSING COACHING NEEDS. NAME ANY FOUR. ANSWER: 1. IDENTIFIES OPPORTUNITIES, 2. SETS PRIORITIES, 3. DETERMINES ACTION PLAN ALTERNATIVES, 4. PREPARES FOR THE CALL, 5. HELPS THE CUSTOMER RECOGNIZE OPPORTUNITY, 6. GAINS COMMITMENT, 7. BUILDS RELATIONSHIPS AND 8. HANDLES OBJECTIONS.

22 RAMP TRAINING IDENTIFIES SEVEN KEY LEADERSHIP COMPETENCIES EVERY RETAIL ACCOUNT MANAGER SHOULD STRIVE TO ATTAIN. NAME ANY THREE. ANSWER: 1. DRIVE FOR RESULTS, 2. INFLUENCE, 3. HANDLING COMPLEXITY, 4. TEAM LEADERSHIP, 5. BUSINESS SAVVY, 6. IDEA LEADERSHIP AND 7. PROPENSITY TO LEARN.

OK, LET'S TAKE A LOOK AT THE SCORE...

(Talent reviews score, announces winner, asks Carl to present the award. Carl comes over, presents cash, audience applauds. Music comes up under applause.)

THAT'S IT FOR ROUND THREE. RIGHT NOW, WE'RE GOING TO CUT AWAY FOR ANOTHER NEWS BREAK, BUT WE'LL BE BACK TO AWARD CRISP, NEW, HUNDRED-DOLLAR BILLS TO EACH MEMBER OF THE WINNING TEAM. YOU *DON'T* WANT TO MISS IT!

(lights down, roll video)

DOUBLE BONUS ROUND

OFF-STAGE INTRO: One more time, ladies and gentlemen, put your hands together for the host of *Display or Die*, Jeff Harms!

WELL HERE WE ARE, THE CONTEST IS OVER AND, UNLESS I MISS MY GUESS, THE WINNING TEAM IS READY TO RECEIVE THOSE HUNDRED DOLLAR BILLS.

BUT THE FUN'S NOT OVER QUITE YET.

DURING THE LAST NEWS BREAK, CARL SAID HE WANTED TO PLAY ONE MORE ROUND.

HE SAID THAT, IN ADDITION TO FACT-BASED SELLING, ACCOUNT STANDARDS AND RAMP TRAINING, THERE WERE OTHER COMPONENTS OF SUCCESS THAT OUGHT TO BE INCLUDED, THINGS LIKE INTERPERSONAL SENSITIVITY, INTEGRITY, CORPORATE LOYALTY AND LEADERSHIP.

SO HE DECIDED THAT THE AVP'S SHOULD COME UP HERE AND PLAY A BONUS ROUND WITH THE POINT VALUE DOUBLED! COME ON UP, AVP'S, IT'S TIME FOR YOU...TO *DISPLAY OR DIE!*

(music plays as the AVP's come up and take their places. Talent greets them, ad-libs, asks them if they are nervous, etc., then plays the game)

1 THE SALES FUNCTION HAS THREE BASIC GROWTH ACCOUNTABILITIES. WHAT ARE THEY? ANSWER: GROW REVENUES, SHARE & PROFITABILITY

2 WHAT IS LEO KIELY'S WEIGHT? ANSWER: 170 LBS. ("WHATEVER HE SAYS IT IS" ALSO ACCEPTED AS CORRECT ANSWER)

3 CARL BARNHILL THINKS HE LOOKS LIKE WHICH FAMOUS ACTOR? ANSWER: ROBERT REDFORD.

4 FINISH THIS INFAMOUS EXPRESSION: "THEY DON'T KNOW..." ANSWER: "...WHAT THEY DON'T KNOW."

5 WHO IS RESPONSIBLE FOR THE INCREDIBLY STUPID PHRASE, "THEY DON'T KNOW WHAT THEY DON'T KNOW?" ANSWER: CARL

6 WHO IS NOW IN AN INCREDIBLE AMOUNT OF TROUBLE FOR ANSWERING THAT LAST QUESTION HONESTLY? ANSWER: WHOEVER ANSWERED THE LAST QUESTION CORRECTLY.

7 DOES TERRY NAUSLAR COLOR HIS HAIR? ANSWER: YES

8 OF THE FOLLOWING THREE PEOPLE, WHICH IS THE MOST
OVERWEIGHT: LEO KIELY, CARL BARNHILL OR BOB
EHRET? ANSWER: BOB EHRET

9 WHO IS NOW BOTH LEO'S AND CARL'S FAVORITE AVP?
ANSWER: WHOEVER LIED ON THE LAST QUESTION AND
SAID BOB EHRET.

10 IF LEO KIELY AND CARL BARNHILL BOTH BENT OVER
TO STOCK A SHELF, WHOSE PANTS WOULD SPLIT THE
WIDEST? ANSWER: BOB EHRET.

11 TRUE OR FALSE: BILL WEINTRAUB COMBS HIS HAIR.
ANSWER: FALSE.

12 WHICH AVP WILL NEVER SEE MARKETING FUNDING
AGAIN? ANSWER: WHOEVER ANSWERED THAT LAST
QUESTION CORRECTLY.

13 HOW MANY POINTS ARE THERE IN OUR ACCOUNT
STANDARDS? ANSWER: TEN

14 WHAT WAS THE GROWTH TARGET FOR FIRST AND TEN
AND HOW MANY WEEKS DID IT LAST? ANSWER: TEN

15 WHY DID CARL MAKE BOTH THE WEEKS AND GROWTH FOR THE DISTRIBUTOR INCENTIVE COME OUT TO TEN?

ANSWER: HE RAN OUT OF FINGERS AND TOES.

16 (IF NO AVP ANSWERED THE LAST QUESTION RIGHT,) HOW MANY AVP'S ARE NOW CARL'S FAVORITES FOR NOT ANSWERING THE LAST QUESTION? ANSWER: EIGHT

17 HOW MUCH GROWTH IS ENOUGH? ANSWER: THERE IS NEVER ENOUGH.

18 ON-PREMISE IS IMPORTANT TO OUR BUSINESS FOR MORE THAN JUST SALES VOLUME. WHAT IS THE REASON FOR THIS? ANSWER: TRIAL

19 WHAT LEGENDARY SALESMAN IS KNOWN FOR SAYING, "IF I CAN'T DO IT, IT CAN'T BE DONE?" ANSWER: CARL BARNHILL

20 WHO INVENTED BEER? ANSWER: ADOLPH COORS. ANYBODY GOT A PROBLEM WITH THAT?

WELL, THAT WAS CERTAINLY A TOUGH ROUND. AND JUDGING BY YOUR ANSWERS, IT'S GOING TO GET A LOT TOUGHER FOR SOME OF YOU AFTER YOU LEAVE HERE.

BUT BE THAT AS IT MAY, WE'VE GOT CASH TO AWARD!
SO LET'S TAKE A LOOK AT THE FINAL SCORE...

(carl interrupts, walking over from the lectern
as he does.)

CARL: HOLD IT! HOLD IT RIGHT THERE! THIS IS
BS! YOUR RAE'S AND RAM'S WORK THEIR BUTTS OFF TO
LEARN ENOUGH TO PLAY THIS GAME AND YOU GUYS COME
UP HERE AND DON'T EVEN KNOW HOW MUCH LEO KIELY
WEIGHS? YOU'RE A DISGRACE! WE'RE GOING TO THROW
THAT ROUND OUT. I'VE GOT CASH BURNING A HOLE IN
MY POCKET AND I WANT TO GIVE IT TO THE TEAM THAT
REALLY DESERVES IT. SHOW ME THE SCORE AT THE END
OF ROUND THREE!

(Suspense fanfare plays, scoreboard shows
cumulative score at the end of round three.
Talent announces winning team and calls for them
to come up on stage. Triumphant fanfare plays as
team members come up and get their hundred-dollar
bills. Carl leaves stage with winning team.)

JEFF: (as Carl is leaving the stage) TOO BAD YOU
DIDN'T HAVE THAT CASH BURNING A HOLE IN YOUR
POCKET THAT NIGHT IN NEWARK, HUH, CARL?

LET'S HAVE A HAND FOR CARL BARNHILL, LADIES AND GENTLEMEN, A GOOD SPORT, A LEGENDARY SALESMAN AND A FUN-LOVING FREQUENT FLYER.

(music comes up under talent)

THAT'S ALL THE TIME WE HAVE. LUNCH IS NEXT ON YOUR SCHEDULE, SO BON APETITE. I HOPE YOU'VE ENJOYED THE GAME. I KNOW I'VE ENJOYED BEING YOUR HOST.

UNTIL NEXT TIME, LADIES AND GENTLEMEN, KEEP YOUR SELLING FACT-BASED, YOUR ACCOUNTS STANDARD AND YOUR RAMS ON THE RIGHT RAMP! GOOD-BYE AND GOOD LUCK!

(music up, stage lights down, house lights up, door open)