

2ND STATE OF MOTION

PARTICULARITY OF PS - 01

1ST DIRECTOR: T 2ND DIRECTOR: M 3RD DIRECTOR: C 4TH DIRECTOR: J

PROGRAM: PACT (Nat.) MONTH: Oct.. DATE: 10/11/85

FUNCTIONAL DEFINITION: PACT is an economic form (business) established
to market (and perhaps develop) computer systems

S.A. : Create positive cash flow through the sale of our software
products.

THE OBJECTIVE / SUBJECTIVE REQUIREMENTS FOR THE DIRECTOR(S) :

O: --Basic tools required for business relationships (bus. cards,
--Basic computer skills (Wordstar, Lotus, Condor) clothes, etc.)
--Knowledge of our product/market
--Daytime hours for Sales work

S: --Clear understanding of PACT aims & priorities
--Agressive pursuit of sales and leads
--Material contribution to PACT sales effort and/or system develop-
ment.

OBJECTIVE REQUIREMENTS FOR A NEW QUALITY OF WORK IN THE SUCCESSIVE PHASES OF THE
PROCESS:

-- Realize sales in the marketplace
-- Record and control PACT finances in accordance with standard
business practices
-- Develop a marketing strategy based on a concrete analysis of our
potential customer base and out product offering(s)
-- Conduct PACT affairs in a business-like manner

PRIORITIES DETERMINED BY: 1 () 2 () 3 () OR 4 (X) OF THE DIRECTORS, P.S. XX,
OTHER (): Z

100 CONSTRUCTION 4-SM YES (X) NO () ▽

MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC () :

OR

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE NPA ^ PA (X) :

Functional office (rational organization) in a domestic environment

101 Organize PACT literature and materials in the new cabinet

102 Literature inventory and re-order system

103 Complete prospect database

104 Re-do mass-mailing record def. on data base (consolidate)

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200 FINANCE 4-SM YES (X) NO () ▽

MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC (X) :

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA () :

functional bookkeeping system vs. finance department as direct support
to attain S.A.

201 Struggle w/ marketing around sales/expense ratio

202 Develop budgeting tools to push planning and initiative in marketing

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SALES

300 PRODUCTION 4SM YES (☒) NO () ☐MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC (☒):

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA ():

Scientific marketing strategy to realize sales vs. inertia in personal implementation

301 Reach our market through direct mail

302 Objection chart to identify prospect resistance and overcome it

303 Deepen understanding of our product

304 Determine our 'match' prospects and sell them rigorously (prospect

305 Alternative methods of establishing our product evaluation

306 (e.g., presentations, articles, forums, assoc. meetings, etc)

307 Quantify options/configs we have available to our customers

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400 ADMINISTRATION 4SM YES (☒) NO () ☐

MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC ():

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA (☒):

Rational organization of tasks/systems to use limited resources effectively

401 'Run' sheets for data entry, mass mailings, bookkeeping procs.

402 organizational tools for sales force to keep prospect process under

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500 LEGAL 4-SM YES () NO (☒) ☐MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC (☒):

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA ():

PACT (Nat.) vs. PACT (Int.)

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501 New address & business cards
502 Reword contracts to fit new condition
503 H-P legal requirements (VAR agreement)
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600 POLIT. 4-SM YES () NO (X) ∇

MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC ():

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA (X):

Develop connections with the business community (software/our markets/
H-P)

601 H-P Rep
602 Mn Off of Soft Tech & the MN software assoc.
603 Markets (construction/printing/job shop assoc's and groups)
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700 IDEOL. 4-SM YES (X) NO () ∇

MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NPC (X):

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA ():

Org. accountability to PACT aims vs. procedural implementation

701 PS-01
702 Confront metaphysical thinking
703 Individuals contribute skills and experience to acheiving S.A.
Concrete steps to aid sales in overcoming obstacles to acheiving S.A.

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800 ORGANIZATION 4-SM YES (X) NO () V

MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC ^ NFC ():

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA (X):

Collective discussion/struggle to expose and define problems and
develop MOS's

801 Regular management meetings

802 Concrete structures to discuss/support sales

803 Re-evaluate current use of PS-03's as primary means of communication

804 Clarify job descriptions for all

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900 THEORY 4-SM YES () NO (X) V

MINIMUM S.A. = STATE THE PROBLEM BE

T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA ^ NPA (X):

Theoretical basis to make rational marketing and financial decisions

901 Investigate direct mail theory (C's DI)

902 Investigate techniques for handling objections

903 Study 'leads' pamphlet

904 Marketing class (J)

905 Study our system

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000 ECONOMIC 4-5M YES () NO ~~XX~~ ☒
MINIMUM S.A. = STATE THE PROBLEM BETWEEN THE PC & NPC ():
T.A. = STATE THE CHARACTER OF STRUGGLE BETWEEN THE PA & NPA (X):

Business (PACT) develops through aquisition of constant capital
(Positive cash flow is the basis for further development)

- 001 Develop cash flow through sales
- 002 Contact Venture capitalists/investors
- 003 Acquire new equipment, fixtures, etc.
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