

# Sales Management's New Seminar

Now there's a way to predict  
sales expenditures.

Sales Management's  
innovative  
Survey of Selling Costs  
has generated such  
widespread interest and  
response that it was clear  
that sales and marketing  
executives want and need  
more information.



Among questions this seminar will answer are:

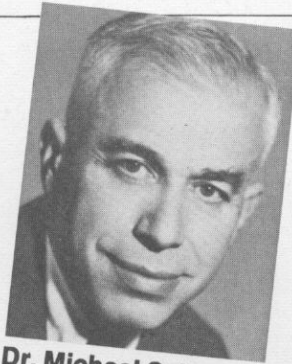
- Should I hire a new salesman?  
Or expand the territory of existing salesmen?
- Can I rearrange existing territories  
to take advantage of those cities with  
lower selling costs indexes?
- Have I considered all the alternatives in  
sales meetings costs and locations?
- Should I have one national sales meeting  
or would it be less expensive  
to have regional sales meetings?

# Sales Management

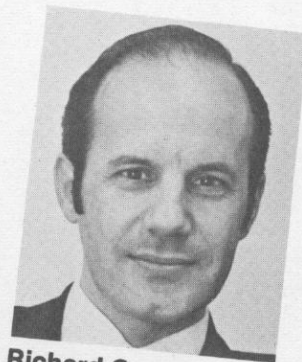
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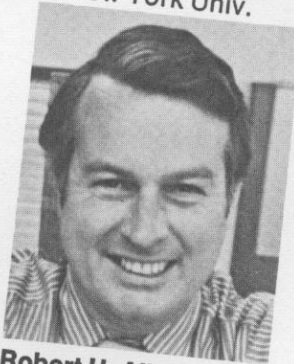
## Speakers and Group Leaders



**Dr. Michael Schiff,**  
Ross Professor of Accounting,  
at New York Univ.



**Richard Cavalier,**  
Sales Management meetings columnist

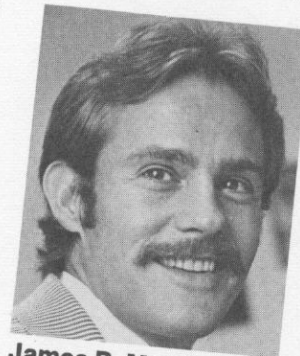


**Robert H. Albert,**  
Editor, Sales Management



**Thayer C. Taylor,**  
Management Sciences Editor

**Controlling sales  
expenses is a vital area  
of concern for every sales  
and marketing executive.  
This new seminar is one big  
step on the road to higher  
company profits.**



**James B. Meade,**  
Director, Sales Management Seminar Div.