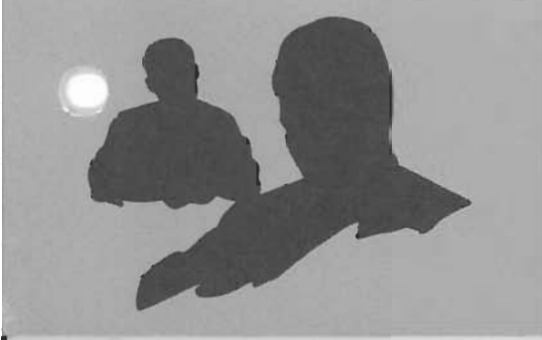


Measure

For the men and women of Hewlett-Packard/DECEMBER 1967





CREATIVE SELLING: There is a touch of drama in many an HP sale. Recently, for example, a young field sales engineer named Will Workman of the Rockville, Maryland, sales office faced such a situation when he called at the Naval Research Laboratory, Washington, D. C. In one of the laboratories of the acoustics division, a leading acoustics scientist, Vince Del Grosso, was measuring the speed of acoustic waves in pure water (similar to measuring the speed of sound in air) — research important to the Navy's underwater navigation and sonar programs. Del Grosso was experiencing a problem in determining when the reflected acoustic wave went through a wavelength. Workman thought an HP vector voltmeter might solve the problem. Recognizing its urgency, he returned to the acoustics lab that same evening with an instrument and his solution proved correct. Del Grosso (right, above, with Workman) and his associates were able to finish their measurements begun early in the day. Result: a problem solved, an instrument ordered, a good relationship reinforced. And, a fine example of HP's marketing philosophy.

EVOLUTION IN SERVICE: How important is a customer in Addis Ababa, Ethiopia, or in Alice Springs, Australia? Very important. And the proof is furnished by HP's expanding international marketing organization, now found in 106 offices located in 59 countries. Australia is a recent example of this evolutionary development. To keep pace with this rapidly growing market, the company established Hewlett-Packard Australia Pty. Ltd. last July, replacing and absorbing in part a distributor group. Why? Sales had reached the point where they dominated the distributor's effort. Special training and service in HP products was needed. HP wanted the flexibility to put branch sales offices where they suited needs. And, more interchange between the Australian sales personnel and the other parts of the company was desirable. The parting, between Sample Electronics and the HP portion of its business was amiable and smooth — typified, perhaps, by Field Engineer Max Biggins. Max joined Sample's Melbourne office in 1963, worked full time in sales and service while attending night school, made the switch to HP in July.

A PIONEER FREIGHT SYSTEM: Ever since mid-1963 it has been possible for a customer in the New Jersey-New York area to uncrate and use an HP instrument less than 24 hours after it has left any of the company's California plants. The reason? Daily air freight service from San Francisco and Los Angeles to Newark, N. J. Known as the Consolidation Program, it represents continuous efforts to provide improved service to customers through faster shipments. Thousands of man-hours were spent creating the massive study that backed this pioneering venture. Now, in the past nine months, the ACP has added Boston, New York, and Philadelphia to its destination roster. As an added bonus, customers are finding that deliveries cost no more in most cases than the cheapest methods of surface transportation. Further off — perhaps a year or so from now, according to HP's Traffic Manager Rod Ernst — the company is hopefully expecting to institute air consolidation shipments from the HP divisions in the East to distribution points in Denver, Los Angeles, and San Francisco.