applesource 24

APPLE Says:
Happy Holidays! With the Family System
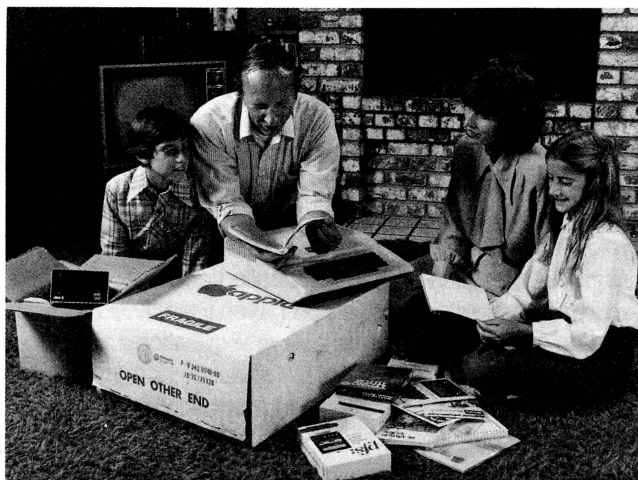
The Family System is a personal computer package with something for everyone. And it's just in time for Christmas! APPLE has put together the perfect solution for those customers who know they NEED an APPLE and know they WANT an APPLE, but just need that winning combination of holiday spirit and new packaging to get on board.

The Family System is an all-in-one package that invites the entire family into personal computing. Inside two boxes is everything needed to go from basic computer literacy to serious professional applications. There's the faithful APPLE II, a Disk drive, an RF modulator, game paddles and seven software programs that cover everything from games to finance. With The Family System, shoppers will finally find what they've been looking for: a take-it-home, plug-it-in package.

Remember last Christmas? For the first time in APPLE history the warehouse was APPLEless. We had all been swamped by the first wave in the personal computer revolution. You have told us and APPLE agrees that even more homes are ready this year to put APPLES under their Christmas tree.

APPLE is providing a special series of co-op ads to help bring these holiday shoppers into your store. There is a banner to brighten your window and, once inside, your customer will be drawn over to the attractive Family System, P.O.S. display. There are attention-grabbing counter cards and Take-One flyers.

Not only will The Family System bring you a Merry Christmas, but a Happy New Year as well when those new APPLE owners come back with their Christmas checks to purchase printers, second drives and more software!

John Hopkins Sponsors Its First National Search—
# Personal Computing to Aid the Handicapped

The search was conducted by the Applied Physics Laboratory of The John Hopkins University and was open to everyone with ideas, devices, methods and computer programs to help handicapped people overcome difficulties in learning, working and living in community settings. Categories addressed included computer-based aids for the blind, deaf and mentally retarded; for individuals with learning disabilities, neurological or neuromuscular conditions and the orthopedically handicapped.

Fifteen workshops were held to introduce computer technologists to needs of the handicapped and to illustrate the ways computers can contribute across the full spectrum of disabling conditions.

Ten regional fairs were held this summer and entrants were invited to demonstrate their ideas and computer programs before judges made up of computer professionals and
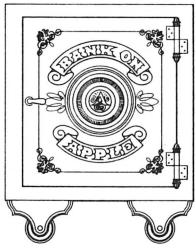
"Bank on APPLE" is Off and Running...

There's lots of excitement in the homes of APPLE dealers and their salespeople these days! The reason is a new sales incentive program called "BANK ON APPLE." It rewards these people for what they do best ... APPLE selling. And the rewards that are creating the excitement are spectacular: fabulous six-day vacations in Paradise, otherwise known as the Hyatt Regency Maui and over 120 pages of top quality, brand-name merchandise.

"There's something in the program for everyone," says Program Manager Frank Weikel. Frank joined APPLE immediately after completing his assignment as EXPO Program Manager for the agency handling that event, and he brings to APPLE 10 years of experience in designing and operating all types of motivation and incentive programs. "We expect many participants to do their Christmas gift 'shopping' in the Bank on Apple Catalog of Awards," Frank continued. "You couldn't ask for a finer selection of merchandise that appeals to everyone in the family."

This incentive program is just one more expression of APPLE'S commitment to selling through the dealer base," Frank explained. "We're sensitive to the competitive pressures on the dealer right now. We want to reward every retail salesperson selling APPLE. What's more, we want to encourage the *system sale*; Bank on Apple rewards the seller handsomely when peripherals such as disk drives and Silentype printers are sold *with the system*. We are also featuring Extended Warranties on the incentive program—and again, the reward is bigger if the warranty is sold when the system is sold."

There are still more rewards in the bank. One lucky salesperson will win an APPLE *III* system just for answering a few questions. Others will win bonus points on the sales and product knowledge quiz sweepstakes.

On top of all *that,* there's a big bonus opportunity for *all* participants when their team hits its assigned goal.

By now everyone should be enrolled and watching their bank balances adding up. If you haven't yet received your program materials or if you have any questions about the program, write to:

Bank on Apple Program Headquarters
P.O. Box 154
Dayton, OH 45402

Will this program help APPLE dealers set new sales records for the fourth quarter? YOU CAN BANK ON IT!

Attention Bounty Hunters!

PASCAL is here at last! And there's more good news for those folks busy writing demos for the *III*... The bounty has been upped to an APPLE *III* system with a full 128K of memory. This added to all those other APPLE II items means there's more than $10,000 in prizes just waiting to be won. If you need more information, look back at *Applesource* 16 or 23. But HURRY, time is runnin' out!

Attention Steven Jobs
and/or Stephen Wozniak,

We like our Apple computer but the paddles are a "Mother's" nightmare. When my 9 year old boy is trying to top his Space Eggs record of 10,375 and they break just one more time — what's a mother to do!!

Please improve this Achilles heel in your otherwise "God-like" product.

Ruth Scott

P.S. We no longer say "an apple for the teacher"; around here it's "Let an Apple *be* your teacher!"
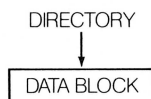
More Key Information on the APPLE III

Last month we discussed the way pathnames work. Now we're ready to examine the clever way SOS actually saves your information on the disk and how you can use pathnames in Business BASIC. SOS stores files in such a way so as to make it easy for the user, yet at the same time using a minimum amount of disk space for overhead.
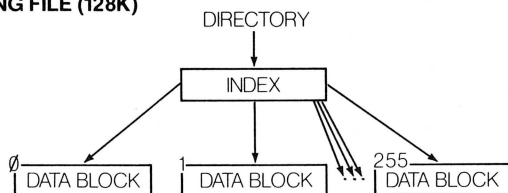
SOS treats all data to or from the diskettes as "BLOCKS" of 512 bytes. When a file of less than one block in length is first saved on a disk, one block of space is allocated and the remainder of the block, from the end of the program to the end of the block, is filled with null characters. An entry is made into the directory storing the file's name, length, various other storage information, and the location on the disk where the file is located. This is the simplest file and we will call it a "seedling" file. Now, if your file grows beyond one block, another block (an index block) is created. It is made up of a list that tells where the blocks that make up the file are stored. The location of the file in the directory is then changed to point to this index block. This second stage file is called a "sapling" file. The index block is capable of saving up to 256 indices, which means that if a file grows bigger than 256 blocks it can no longer be saved as a sapling. In this case another index block is created, which points to up to 128 index blocks, which point to the files, and this is called (you guessed it...) a tree. The diagram below will help you to understand:
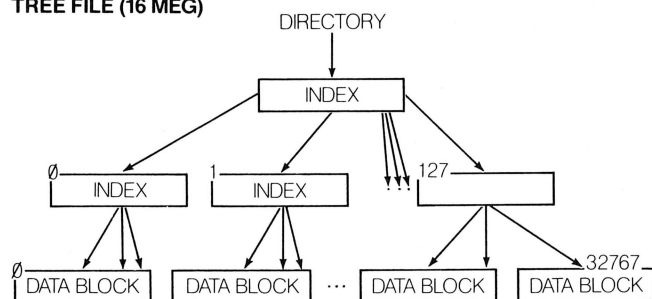
SOS TREE—INDEX STRUCTURE

SEEDLING FILE (Ø.5K)

DIRECTORY

DATA BLOCK

SAPLING FILE (128K)

DIRECTORY

INDEX

Ø DATA BLOCK   1 DATA BLOCK   255 DATA BLOCK

TREE FILE (16 MEG)

DIRECTORY

INDEX

Ø INDEX   1 INDEX   127

Ø DATA BLOCK   DATA BLOCK   ···   DATA BLOCK   32767 DATA BLOCK

A seedling uses absolutely no extra overhead except any bytes that fill out the block being saved.

A sapling file uses one extra block of pointers. This method will accommodate a file of up to 128K with only 512 bytes of overhead.

A tree file uses one index block for the entire file, plus one extra block for every 256 blocks of data. A tree will accommodate a file of up to 16M bytes with a maximum overhead of less than 66K bytes.

The most important thing to remember is that SOS decides what file type is to be used based upon the length of the file and uses it automatically. The user never has to be concerned with any of the details of saving or loading data because SOS is there to help. This information is given just so you know how efficient SOS is and have an understanding of how far the APPLE III can grow in regards to mass storage devices.

Experimenters Corner— Creating Subdirectories Through Business BASIC.

1. Boot a non-write protected copy of Business BASIC.

2. Type **CAT**   Notice the far left column indicates the file type.

3. Type **NEW**
   10 PRINT   "This is a sample program"
   20 END   to put a small program in memory

4. Type **SAVE   PROGRAM1**

5. Type **CAT**   Notice that your program is in the list

6. To create a new directory type **CREATE DIRTEST, CATALOG.**   This will put a subdirectory file on the disk called DIRTEST.

7. Type **CAT**   Notice that the new file is a directory type

8. Type **CAT DIRTEST**   to list the files saved under the subdirectory (nothing there yet)

9. Now type **SAVE DIRTEST/PROGRAM2**   to put a file under the new subdirectory

10. Type **CAT**   Notice that the PROGRAM2 file is not shown

11. But type **CAT DIRTEST**   and it appears!

12. We can now set the prefix by typing **PREFIX$=.D1/ DIRTEST**

13. Type **PRINT PREFIX$**   to make sure it is there

14. Type **CAT**   now you are just cataloging DIRTEST!

Next month we start the third section of SOS...THE DEVICE MANAGER!!

Bryan Haas

The Service Grid for the 80's Customer Satisfaction

HI	2/1	2/2
	REVENUE AND PROFIT TAKE PRECEDENCE OVER CUSTOMER SATISFACTION	OPTIMUM STRATEGY DRIVEN BY PROFIT *AND* CUSTOMER SATISFACTION
	1/1	1/2
	PROBLEM SERVICE DEPARTMENT • UNHAPPY CUSTOMERS • COSTLY SERVICE	CUSTOMER SATISFACTION TAKES PRECEDENCE OVER PROFIT
LO		

(Vertical axis: REVENUE AND PROFIT — LO to HI; Horizontal axis: CUSTOMER SATISFACTION — LO to HI)

In the June issue of *The Field Service Manager,* Richard C. Munn discussed a philosophy that is basic to APPLE'S Dealer Service program. Although the article was oriented primarily to the field service function with manufacturers of information processing equipment, there are many parallels to the service function in a computer store. Since more and more of you are getting into field (on-site) service, the information is highly relevant.

The LEDGEWAY Group, a management consulting firm in Wellesley Hills, Massachusetts, that serves the information processing industry, recently conducted a major research project that had some interesting results. They surveyed over 20 firms ranging from larger mainframe computer companies with sales above $2 billion down to smaller terminal or peripheral firms with under $100 million in sales. They noted a number of important and dramatic changes in the world of field service, but the change having the greatest impact and causing the greatest turmoil is the transition of the service function from "cost center" to "profit center." "Fully 82% of the firms now treat field service as a profit center with many of those firms having made the transition over the past few years and the remaining 18% contemplating the switch from cost center to profit center treatment within a few years."

Why are these organizations moving in this direction? Because the revenues from service continue to increase to the point where they represent a significant and growing portion of these manufacturers' total revenues (LEDGEWAY'S survey showed a range from 8% to 20%). Being in the service business is a little more complex than just fixing machines. Today, being in the service business translates into satisfying customer service needs in a cost-effective manner.

The demands of CUSTOMER SATISFACTION and PROFIT PERFORMANCE are opposing, but not necessarily conflicting. To be successful in the 1980s both demands will have to be met. There are four "strategies" or "philosophies" you can have about providing service. These are shown in the "Service Grid." My experience is that there are APPLE dealers in all four quadrants of the grid. Let's take a closer look at the four strategies:

1/1 This is a "default" strategy that would normally lead to a management change in one of the information processing firms referred to earlier. Service operations are costly and certainly unprofitable and the quality of service delivered to customers is unsatisfactory. In our business, these are the dealers who resist becoming Level I Service Centers or who become Level I because "it's a condition of being an APPLE dealer." There is little or no appreciation of the favorable impact that providing good service can have on sales. Other support functions, like training or technical support for the customer, are probably in sad shape like service. The orientation is probably toward "peddling iron" and moving boxes out the door. Luckily we don't have too many dealers in this category.

1/2 This is a strategy normally followed when service is under the wing or influence of the marketing or sales organizations. There is a strong realization of the value that providing good service can have in increasing sales. There is great pressure to satisfy customers frequently at the expense of turning a profit in the service organization. Although there is incentive to control costs, there are frequent demands placed upon the service people "justified" by the importance of satisfying a particular customer. The majority of APPLE dealers are following this strategy. Obviously in the retail environment, sales and service are very close together. Many salespeople may double as servicepeople. The problem that can and will arise is that you will eventually feel it on the "bottom line" unless you pay attention to the revenue/cost aspects of providing support. A common attitude that I hear from dealers following this strategy is "I know service is important, but I'm losing money on it." A big danger is that when times get tough, there is the tendency to cut back and discontinue providing those "extra" support services. With the marketplace going the way of more support instead of less, this can be a big mistake. You have to look for a way to have both the guns and the butter.

2/1 This is a strategy frequently pursued by overzealous service managers just making the transition to profit center operation mode and maybe even compensated under some type of incentive plan stressing profit. Service prices may be increased, costs are held to a minimum and customer satisfaction takes a back seat to an overriding concern for generating profits. This strategy is rare in our business, perhaps because of our heavy sales orientation. It is a danger, however, when dealers set up service as a separate business (maybe even as a separate company).

4

2/2 This is the optimum strategy that a service department can pursue. In the information processing industry this is frequently seen with leading edge companies that have a mature and stable service management team that has been operating under a profit center mode for some time. If there are incentive programs for service managers, they are equally weighted between achieving high customer satisfaction and profitable operations. These firms normally use customer satisfaction surveys and have a creative marketing orientation that continually searches for new service products and approaches that can make a contribution, both to the customer and to service revenues. This is the strategy that APPLE follows with its own service operations and I'm happy to report that a large and increasing percentage of APPLE dealers are following suit.

We have now been joined by some large, famous-name companies in the personal computer market ... companies that have been successful because they excelled in service and support. The demands for service and support are likely to increase instead of decrease, while we all know that hardware prices will continue to decrease. Manufacturers and retailers (and anyone else in the customer service business) will have to find ways to provide the services and get the customer satisfaction, but the "green eyeshades" will have to be worn to make sure that we are providing them in a cost effective, profitable manner.

Dick Baumann

"The Challenge for Field Service in the '80's", Richard C. Munn, The Ledgeway Group, The Field Service Manager, *June 1981*

Meet APPLE'S Second Dealer Advisory Council!

Dealer Council (top row, seated L to R): Steve Freidhoff, 319/235-6507; Jim Gilligan, 713/977-0664; Len Simon, 714/996-0800; Bob Redmond, 703/971-1996; Kirk Cervi, 403/276-8906; Bruce Burdick, 913/492-8882; (Bottom row seated L to R): Dick Goodman, 617/755-5387; Billy Ladin, 713/977-0664; Paul Rees, Southport Australia; Tom Geer, 206/244-5200

APPLE'S Dealer Advisory Council met September 13-16. Again the meeting was held in San Francisco. Remember, this Council was created to provide you with another opportunity for expressing your concerns to APPLE. These gentlemen welcome your input.

apple C.O.R.

APPLE Presents "COR"... Customer Oriented Retailing!

APPLE Customer Oriented Retailing (APPLE COR) is a three day group learning experience. Its intent is to help those who sell APPLE products, services and systems prepare and conduct effective sales interviews with customers and prospects. The course develops improved selling effectiveness through a carefully designed series of learning activities. Participants can expect improved professional selling skills and a new customer-oriented-retailing vocabulary.

Over the past year APPLE has taken a hard look at what it takes to sell their product in the retail environment. Dealers were asked the question, "What makes it so difficult to sell computers?" Some of the responses:

- "How do I cope with the myriad of applications and help customers see how an APPLE can meet their individual need?"

- "Understanding and communicating with the wide range of customers is overwhelming to me."

- "How do I sense when the customer is ready to buy and able to buy?"

- "How do I handle objections in such a fast moving, competitive and complex market?"

COR Is The Solution!

It is the first and only sales course created to deal specifically with selling microcomputers in a retail environment.

During the sixties when most of the existing sales training programs were designed, the general attitude was that a salesperson should be tough and aggressive and handle customer objections as if fending off missiles. In today's retail marketplace, selling is not a war game. It is often a long-term

5
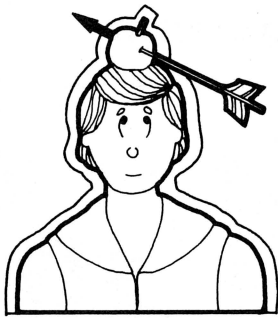
William Tells!

Dear William,

I just received my APPLE III Dealer Information Binder. It was long overdue but what a GREAT JOB! There are many diskettes in there that my customers could really use. May I make copies for them?

Copy Writer

Dear Writer,

By all means! Please feel free to duplicate any diskette in that package with the exception of the Silentype Driver diskette. Remember, you are selling that one (A3M0013: Silentype III Conversion Kit). It is important that we get this information in the hands of the people who need it. Thanks for your encouragement and look for more updates in the future.

Dear William,

I recently sold a copy of APPLE Plot to a customer who has a MX-80 printer. Will he be able to print the graphs on it?

Plot Shot

Dear Plot,

There are too many different types of printers and plotters to support them all so we chose the Silentype and QUME Sprint 5. If you use the "P" option to save your file, you can print the picture later. All you need to do is use a program to plot the image on your printer. If you don't have a program to dump graphics, you might try:

Computer Stations—(314) 432-7019
11610 Page Service Drive
St. Louis, MO 63141

At the time of this publishing they had graphics dump programs for:

Anadex 9501, 9500
Papertiger 440, 445, 460/500
Centronics 739
Epson MX80, MX100
Spinwriter 5510, 5520, 5530

and coming soon ...

Malibu 200
Infoscribe 1000

Dear William,

Did you know that when you are using the PASCAL operating system, the console control characters are not locked out? This means that you can type (at any time) a CONTROL R to invert the screen and a CONTROL Q to put it back to normal. IBM put a switch on their small 5100 system and sold it as a feature since it makes the screen easier to use in different lighting conditions. Now, with just a keystroke, we have it too. The only problem I have found is when you move from the command line to another module like the editor and back again, the feature is cancelled and you have to type a CONTROL R again. But once you are into a module like the editor, the screen seems to stay in the mode selected. Just thought everyone might be interested.

Out of CONTROL

Dear CONTROL,

I had also discovered this neat little feature and I have a solution to the problem you mentioned about the screen changing back. If you type (from the main command level) the CONTROL R and then an I for initialize, the system is warm started in the new mode and will remain that way until you change it back!

Dear William,

In order to make a more user oriented program, my customer has a need to read a directory into a variable through Business BASIC on the APPLE III. Is there an invokable module available that will pass the catalog information to BASIC?

Calling Directory Assistance

Dear Calling,

The bad news is there is no invokable module available. The good news is you don't need one to do it! The catalog on the diskette is treated just like any other file on the diskette and the name of the volume is the name of the catalog. So just open the file and read the catalog into your array. The following program will read the catalog into a string array and then list only the data files to the screen.

```
10    DIM  DIRECTORY$(60)
20    OPEN  #1,PREFIX$
30    ON EOF#1 GOTO 80
40    ENTRIES=1
50    INPUT  #1;DIRECTORY$(ENTRIES)
60    ENTRIES=ENTRIES+1
70    GOTO 50
80    CLOSE  #1
90    FOR I=1 TO ENTRIES
100   IF  MID$(DIRECTORY$(I),3,4)="TEXT"  THEN
      PRINT MID$(DIRECTORY$(I), 15,15)
110   NEXT  I
120   END
```

In line 20 you may substitute, instead of **PREFIX$**, a volume name (like '**/BASIC**') or a device name (like '**.D1**').

Dear William,

Can you give me a hint as to when I will be able to use the APPLE III as a word processing system?

Processor Prospector

Dear Prospector,

In some cases the APPLE *III* can be used TODAY as a word processor by using the editor in the PASCAL language system. It has most of the features of any other word processor on the market for micros and the manuals are well written. For many applications, it will be a very good solution. Other manufacturers are also marketing word processing software for the *III*, and ... here comes the hint ... another solution is expected from APPLE soon. For now, take a look at the PASCAL editor. I think you'll be surprised.

Dear William,

I have put it off long enough! This is the year I am finally going to automate the sales end of my store. Is there any way to have an APPLE II open a cash drawer?

Cashbox Bob

Sailing On The Third Wave
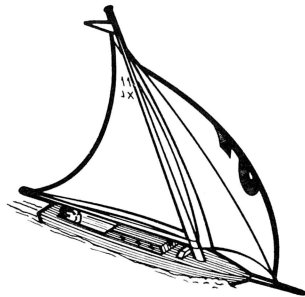
Dear Sirs:

We purchased an APPLE in July of 1980, and I can honestly say we would be lost without it. Initially we used it for routine accounting such as accounts receivable. Now we're using it for every aspect of our business: payroll, receivables, inventory, projections; and most importantly, sail design. We have sail design programs written in-house that save time in production, and are extremely accurate. Sail designs generated on the APPLE are winning major ocean races around the world!

I don't often write letters of this sort but I wanted to commend you for a superior product.

Sincerely,
Richard A. Grajirena
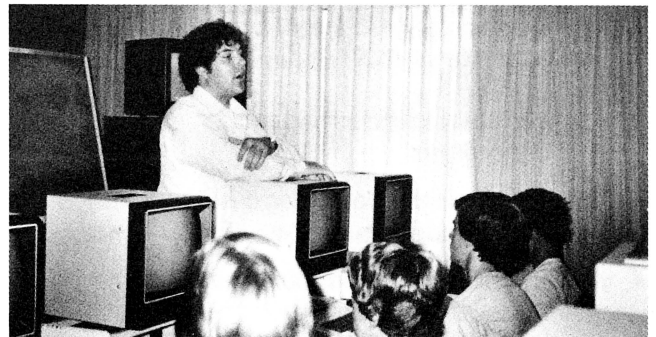President
Hood Sailmakers, Florida

Dear Cashbox,

As a matter of fact, there are several manufacturers of cash drawers that can be opened by the APPLE. The one I am most familiar with is a beautiful drawer built by APG, Inc., 1601 67th Avenue North, Brooklyn Center, MN 55430, (612) 560-1440. The drawer matches the APPLE which can sit on top of it. Connections to the APPLE are made through the game paddle socket and the video socket where the drawer gets its power. By rewiring the connector, it is also possible to use it with a *III*. The suggested retail price is $342.95. Good luck automating.

William Tell
c/o Linda Lyon,
Applesource Editor
10260 Bandley Drive, 4-E
Cupertino, CA 95014

APPLE Shows Off at the Young President's Organization Conference!

APPLE was recently invited to the Young President's Organization Conference in Hilton Head, South Carolina. Headed by Sue Jacoby, a five member team indoctrinated almost 500 Young Presidents and their families into the world of APPLE. Hands-on classes introduced members of the conference to VisiCalc, Visidex and Applewriter, and BASIC Programming was presented for the children. The most exciting part of the conference was the enthusiasm generated. Classes were filled to capacity with waiting lists of over 100 people for some! Many were ready to buy right then and there and dealer lists were eagerly taken.

The Young President's Organization is open to presidents of medium sized companies who are under 40 years of age. The organization is filled with bright and enthusiastic people who are ready to bring personal computing into their businesses and homes. These executives are representative of the world of businesspeople who are all anxious to learn about personal computers and their applications. More and more they are being made aware of APPLE and most are dying to get some hands-on experience!

APPLE "COR" Customer

consultative relationship. Often the "NEW" customer has very little, if any, knowledge of computers. They have no idea how a computer can help them and are intimidated by even the word itself.

It is a situation that demands a new approach to selling. The salesperson must be sensitive to why the customer thinks and acts as he or she does. A consultative salesperson spends time at the beginning of the sales interview determining the customer's needs and objectives. The product recommendation is based not on the "bells and whistles", but on how it will meet the determined need. Finding the right solution becomes even more important as the customer's options become more numerous. Burgeoning prices in the computer industry as well as rapid innovation and competition require that the salesperson be perceived by the customer as truly understanding the need. A partnership is developed. The approach creates salespeople who are business consultants to their customers. The final choice is often made on this perception rather than price. Once the repertoire is developed as a business partnership, this consultative approach is ongoing. As new products are introduced or existing products are expanded, the COR salesperson has pre-qualified accounts and knows precisely what is right for individual customers. Those who go through COR will have:

- Increased ability to understand and communicate with all types of customers

- Increased efficiency in qualifying customers and learning what they want to achieve with an APPLE system

- Increased effectiveness in showing each customer how an APPLE system will achieve what he/she wants

- Increased confidence in handling customer questions, concerns and objections, and

- An increased percentage of successful sales.

The basic premise of COR is that a customer is more likely to buy a product if it meets his or her objectives. The point is to identify what the customer's objectives are and to explain how the product will meet those objectives. In COR, the decision to buy an APPLE consists of a series of smaller agreements that the customer makes throughout the interview. This is a skills training course. Seventy-five percent of the program is activity based. Video and audio model sales interviews, group exercises, discussions and role playing combine to make COR a confidence building three days. Participants enjoy learning a process. They are not given a set script of a sales call. Instead they adapt the principles to their own personality and style. Making something your own makes it last and makes it work. And APPLE created it for you. Ask your APPLE sales representative for further information right away!

Mike Howard

Prescreen Service Makes Leasing Apple Pie Easy

One Saturday a while back, Micro Computer Devices of Miami, Florida, held a warehouse sale. That day they sold a bushel of APPLES, over $60,000 worth. More than half of those sales were made using Apple Leasing. General Manager Dan Maslaney is convinced that Apple Leasing is indeed the business answer.

"When I ran the ad for the sale, I said that Apple Leasing would be available," Dan explained. "Rob Dixon, District Manager for Apple Leasing in Miami, came to the sale, answered questions about leasing and filled out the prescreen applications right then and there. Having an Apple Leasing rep on sight was a real plus," Dan said. "The response was overwhelming. I think we made a lot of sales using Apple Leasing that we probably would have missed otherwise."

Micro Computer Devices was the first APPLE dealership in Miami and Dan says that most of his customers are small businessmen. "They come in here with problems like too much paperwork or inefficient accounting systems, and we find an APPLE to meet their needs," Dan said. "Because they don't have much capital, Apple Leasing really fills the bill as an alternative source of financing." Dan calls it "buying time on time"—the efficiency of an APPLE system combined with an affordable method of financing.

Just mentioning that Apple Leasing is available in one of your ads may bring customers into your store who don't think they can afford a cash purchase. Call your Apple Leasing District Manager and talk to him about a special Apple Leasing Day at your dealership.

John Hopkins Sponsors Its First National Search— Personal Computing to Aid the Handicapped

handicapped people. Five APPLES were among the 100 regional prizes awarded.

The top thirty regional winners will exhibit their entries in the Great Hall of the National Academy of Sciences in Washington, D.C. on November 1 and compete for the $10,000 grand prize.

Most important of all, leaders from industry, government and universities will start a follow-on process to assure that the outstanding and practical aids developed actually get to handicapped people in large numbers. It is exciting to see this kind of energy and creativity focused on this need.