

easier to sell in 1985.

Announcing:
The 1985 KIRTLAND/PURSUIT

POINT-OF- PURCHASE PROGRAM

Including:

THE KIRTLAND EXPERIENCE:

A 21 minute VIDEO TAPE.

Instruct and train your sales personnel, and/or educate your customers about KIRTLAND & PURSUIT in a fun and comfortable, professional and informative format.

Your sales personnel and your customers will:

- Learn HINE/SNOWBRIDGE's history directly from Greg Hine.
- Meet designers Dave Downrick and Lois Downing and learn the basis of KIRTLAND's designs.
- See how the packs work in many different situations.
- Observe production techniques first hand.
- Understand why NASA selected HINE/SNOWBRIDGE to design and build packs for the Space Shuttle.

**Video is the smart way to learn:
the easy way to sell.**

Kirtland



BOULDER
COLORADO

RESOURCE MANUAL:
A bound educational and informational manual given individually to each sales person.

It includes:

- Reinforcement for information shown in THE KIRTLAND EXPERIENCE.
- Answers to "most frequently asked questions."
- Specifications on each of the KIRTLAND and PURSUIT products.
- Information about KIRTLAND dealer employee programs.
- Price lists and product brochures.

SELLING HANG TAGS:
A completely updated version of the successful SELLING HANG TAGS.

Selling Hang Tags have long been recognized as an exceptionally effective means of supporting the sale by attaching pertinent information right to the product. The Selling Hang Tags include:

- A complete set for all KIRTLAND & PURSUIT packs.
- Specifications for each pack.
- Important features.
- On a sturdy, long lasting card.

POSTER:

An eye catching, color poster detailing KIRTLAND's involvement in the Space Shuttle program.

- Designed to hang from the ceiling, it doesn't take up valuable wall space.
- Bright and colorful, it reminds the consumer that KIRTLAND packs ride in space.

AND OTHER P-O-P ITEMS:

Additional in store informational aids which help the sale of the product.

- New peg board packaging for the smaller packs.
- Informational header cards which organize displays.
- Information cards which educate consumers about KIRTLAND.



THE KIRTLAND EXPERIENCE VIDEO:

The perfect way to educate both your sales people, and your customers on the KIRTLAND difference.

"The cassette will be effective adjunct for learning."
Time Magazine, December

YOU CAN GET IT 3 WAYS:

1. Ask Your Sales Representative.

Your KIRTLAND/PURSUIT sales representative has a copy of The KIRTLAND Experience Video. The KIRTLAND/PURSUIT Resource Manuals. A "The KIRTLAND Experience Product Clinic" and your sales personnel.

2. Rent It, FREE!

As a KIRTLAND/PURSUIT dealer you may rent a copy of the KIRTLAND Experience, for FREE without charge except for shipping. Just let the scheduled showing of the tape, the size make up of the intended audience, and you a copy of the tape for FREE. A \$35 deposit required, but will not be charged as long as the video tape is received back in our office within 10 days after your scheduled showing date. Sit could be waiting for the returned tape, a charge of \$5/day will be levied on tapes returned late days after the scheduled showing date.

3. Purchase A Copy.

If you periodically hire and train new employees, have a VCR on the floor of your shop for customer view, or attend events where a 20 minute video would be appropriate, you should have a copy of The KIRTLAND Experience. It cost should be ordered through Customer Service.

THREE FORMATS AVAILABLE:

The KIRTLAND Experience is available in three formats: 1/2" VHS, 1/2" BETA, and 3/4" U-Matic tape.

POINT-OF-PURCHASE AIDS

Available in the early spring, your KIRTLAND/PURSUIT sales representative will have complete sets of the Point-Of-Purchase materials for your store. You can also order them directly from the factory. The printed POP materials are FREE to KIRTLAND/PURSUIT dealers.



P.O. Box 4059
Boulder, CO 80306

In 1985, our sales support goes beyond a hand shake at a trade show.

Instead of displaying at shows we're investing our "trade show dollars" in your store to help you sell bicycle packs.



Announcing KIRTLAND's 1985 Point-of-Purchase Program.

RESERVATION FORM:

Dealer: _____

Contact Person: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Telephone Number: _____

Please reserve for our use:

_____ 1/2" VHS video tape

_____ 1/2" BETA video tape

_____ 3/4" U-Matic video tape

Preferred showing date: _____

1st alternate date: _____

2nd alternate date: _____

Describe your program format and your intended audience: _____

How many people do you expect to have at your showing of THE KIRTLAND EXPERIENCE?: _____

Mail to:

THE KIRTLAND EXPERIENCE
KIRTLAND
P.O. Box 4059
Boulder, CO 80306