

# Group Sales Manager's

# SALUTE

ACCOMPLISHMENTS WERE MANY . . . .

ACHIEVEMENTS WERE GREAT . . . .

With this issue of the Marketing Salute we established new highs in sales production in all categories thereby breaking last year's historic sales achievements.

Our Marketing Highlights were these:

- NATIONAL AWARD** – Tom Stallworth, Vice President of Marketing, once again received the coveted award as the Florida Plan had the greatest percentage of gain in contracts. This award was unprecedented since no Plan has ever been the recipient of winning such awards annually for three successive years.
- 1077 BLUE CROSS & BLUE SHIELD NEW GROUPS** – SURPASSED the greatest number of new groups in history of Plan (Broke last year's high of 891 new accounts ).
- 859 AGENCY ACCOUNTS** – SURPASSED last year's record high of 671 Agency accounts. This is a record high for any calendar year since the inception of the Agency.
- ASSOCIATIONS** – SURPASSED record of three (3) Associations last year with the enrollment of eight (8) Associations this year. (See back cover).
- NATIONAL ACCOUNTS** – Another record year. (See back cover).
- ENROLLMENT HIGHLIGHTS** – SURPASSED previous high of last year. This category recognizes only those new groups with over 100 subscribers. Last year we enrolled 25, this year a record high of 35 new groups. (See back cover).

Our record Sales achievements of this year has once again proven that with an equal mixture of quality personnel and products our sales goals and objectives were attained.

The high foresight of our top management again demonstrated and supplied the Marketing Representatives with the needed sales tools of the proper mix of benefits and incentives to achieve our goals.

We particularly want to reconginize the strong and valuable contributions made by the Service Representatives, Administrative Staff, Training Department, and Group Secretaries in the accomplishments of their sales and marketing objectives.

Our congratulations are extended to all of you for this past years outstanding accomplishments. Our best wishes go to you for this coming year, which, once again, brings challenges and offers opportunities.

Sincerely,



Joe