



## So You Want to be a Salesman . . .

Have you ever really thought about the many advantages to selling upgrades and replacements to your installed base? Some industry experts estimate that a computer owner will spend two and one half times the purchase price on enhancements to the system after they own it. When the investment in employee time and frustration is considered as a cost, it is a very expensive proposition to change types of computers. If adding serial ports or hard disk capacity extends the life of the system, it is a good buy at any price.

The cost of application software is growing as a percentage of the total system price, so being able to continue the use of what you own, or taking it with you to the next system, is very important. Perhaps the biggest asset of Altos System V is the ability to run the 886 software. This enables the majority of installed systems to move to the latest technology at the cost of hardware alone.

When new software becomes available it always surprises me what an end user will sometimes do to get it. Upgrading his 3086 to a Series 2000 is a small price to pay to get SCO Professional. I don't need to understand why they do - I just accept that they do. And when they do, they are a lot less trouble than they were the first time.

Getting this business doesn't always take a lot of work. We have seen some very neat newsletters from various dealers and they are certainly an acceptable choice. Even if you just make it a point to send them a brief letter whenever you get the Altos News (a handy source of things to write about) you are doing something to keep them thinking about the possibilities.

The list of possible sales includes bigger hard disks, tape drives, memory boards, printers, terminals, modems, software and complete system upgrades, and that's just a start. If these people don't like you well enough to purchase from you it's a real problem, but most will, and be grateful for your support in the process. I would think everybody wins on these deals.

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## New Software Product Announced

**Chicago, December 19, 1988** - The HI-TEK Corporation, a leading developer of vertical market software products, announced the release of its S•P•M Sales•Prospecting•Marketing System for ten different vertical markets as follows:

Computer Products	Financial Services
Printing/Graphic Arts	Insurance
Advertising	Stock/Commodity Brokers
Real Estate	Apparel
Banks	Computer Forms & Supplies

The S•P•M System is the first computer software product designed exclusively to support the prospecting, account management, marketing, and sales management activities of each individual industry. The S•P•M series provides solutions to meet the specific needs of each industry, while requiring resellers to learn only one system.

Some of S•P•M's benefits include analyzing a sales-force's performance and activity, boosting productivity, tracking prospects and leads, identifying and managing important dates, and reducing manual paperwork and clerical support. The S•P•M System will allow salespeople, as well as sales and marketing management, to more efficiently and effectively plan, organize, track, and analyze their company's sales and marketing efforts.

In the words of Wayne Cohen, President of HI-TEK, "The S•P•M Series represents a new generation of software products, one which provides resellers with solutions and allows them to concentrate on making the system sale from their first contact with prospects and customers. It will shorten sales cycles; in addition, by building industry knowledge into each version of S•P•M, much of the information-gathering requirements common to other vertical packages are eliminated on a case-by-case basis. This also allows for a more focused and confident sales force."

Each S•P•M System consists of an SQL-type Database designed by sales and marketing experts specifically for each individual industry, a Reports function, a perpetual appointment calendar, a Word Processor, and a Mail Merge System. All are fully integrated. Although the S•P•M System is extremely powerful, it is designed for the computer novice, making it simple to understand and use. S•P•M runs on MS-DOS, XENIX, UNIX, and Local Area Network operating systems.

The S•P•M SALES•PROSPECTING•MARKETING System is available through HI-TEK offices in Chicago and Toronto, Ontario, as well as through authorized resellers in most major metropolitan areas in North America. S•P•M product information and Demonstration Systems are immediately available. For further information, contact either HI-TEK office: Chicago, (312) 787-2000, or Toronto, (416) 730-0662.

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## ASK DR. ALBERT

Continued from Front Page . . .

**Q.**  
I have (4), count 'em, (4) serial boards in my 2086. This worked OK, except for the fact that I have only 4 meg of memory. Since I don't have enough slots to add another 4 meg mem board, can I replace the 4 meg mem board with an 8 meg mem board?

**A.**  
A 1086 or 2086 will support an 8 meg mem board, except in your case. For some reason that I have yet to discover, an 8 meg mem board will not work under XENIX when you have 4 comm boards. So in a case where you really need 8 meg of memory, it won't work.

USED • DEMO • NEW

# ALTOS

## BUY • SELL • REPAIR

### IN STOCK

#### •CPU•

8000	- 2, 10, 12, 14	1000 +
8600	- 12, 14	2500 +
68000	- 12, 14	3500 +
5	- 5, 15	750 +
580	- 2, 10, 20	1000 +
586	- 10, 20, 30, 40	1250 +
986	- 40	2700
586T	- 40, 80	2500 +
986T	- 40, 80	3000 +
686	- 25, 50	2200 +
686T	- 50	3000
886T	- 25, 50, 80	3500 +
1086T	- 50, 80, 190	5000 +
2086T	- 80, 190	6000 +
3086T	- 170	10,000 +
3068	- 80, 170, 190	7500 +
SERIES 2000		12500

CPU's, Memories, S10, Multidrop, File Processor, Disk Control All Available.

#### •DISK UPGRADES•

<b>External</b>		
UK	- 10, 20, 30, 40, 80	1200 +
<b>Internal Cages</b>		
UK	- 50, 80, 170, 190, 380	1200 +

#### •TAPE UNITS•

<b>External</b>		
MTU	- 2, 3, 4, 5, 6	1250 +
<b>Internal</b>		
Wangtek	- Archive	500 +

#### •MEMORY•

512KB, 1, 2, 4, 8, MB	500 +
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#### •TERMINALS•

Altos	- 2, 3, 4, 5	250 +
WYSE	- 30, 50, 60, 75	250 +
Televideo	- 910, 920, 925, 925E	150 +
Televideo	- 950, 955, 970	150
Qume	- QVT 102, 103, 108	150 +

*ALTOS Parts Available. • Board Level Depot Repair Available.*

*Many Other Items Available.*

*All Equipment Guaranteed. • Please Call for a Quote.*

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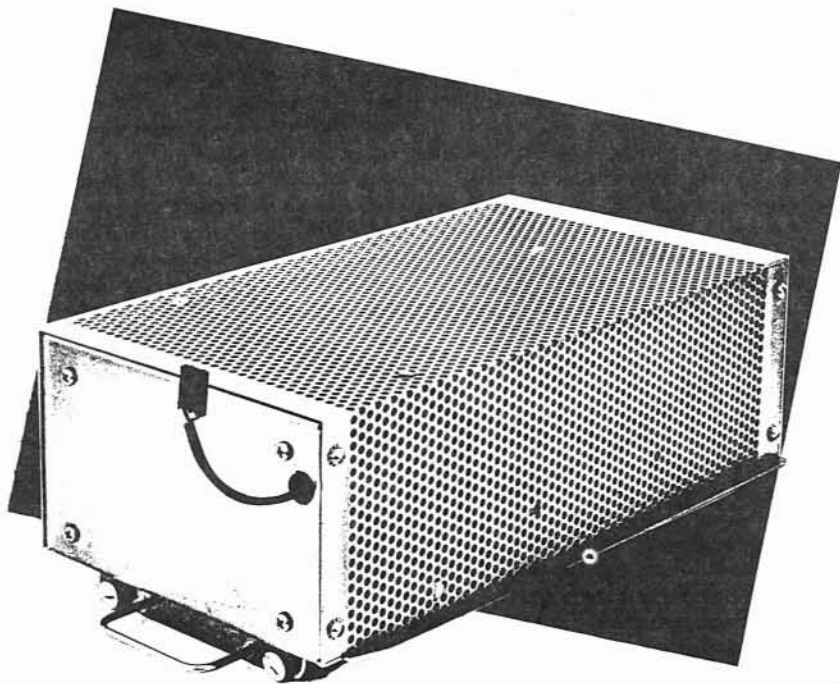
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# New Low Price ...

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## \$1,200

*Internal Storage Module  
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Systems*



Designed around a quality hard disk drive, the In-80 storage module has the following features:

- High speed access (28 msec) on average access.
- 80 megabyte (unformatted)
- Optional electric fan cooling system.
- One year "Instant Replacement" warranty.
- Drives are tested and formatted prior to shipment.

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