

MILITANT SALESLETTER, Dec. 1, 1973

REPORT ON FALL 1973 SALES CAMPAIGN

1. Average weekly sales increased by 32% over those of last spring's campaign--from 6,308 to 8,316. Fall sales increased 196% over the 1972 average weekly sales.

We surpassed our goal of 9,500 three times, twice going over 10,000. Three branches averaged over 500 weekly sales throughout the campaign: Oakland/Berkeley, 683; Chicago, 605; and Boston, 526. Five branches made their sales goals more than half the weeks of the campaign: San Diego 10 times; Atlanta and St. Louis, 9; Austin, 7; and Philadelphia, 6.

Sales were spread over a wide variety of locations. Campus sales improved to 35% of total sales, from 24% last spring. About 10% were sold at political meetings and events; and the rest were sold in working class communities, campus areas, and bookstores. Branches reported an average of 14% of their sales in the Black, Chicano, Puerto Rican, Haitian, and Arab communities. However, many other community sales also reached these areas. Specific sales at plants, work places, and union meetings constituted about 3% of the total sales. Cleveland sells 11% of their total at work places; Oakland/Berkeley, 9%; and Houston, 7%. Other branches sell between 1% and 4%, and some report no consistent sales.

2. Participation increased 11% over that of last spring, and 23% over the 1972 average. Six branches made significant increases in average weekly participation just since the spring: San Francisco had 75% more comrades selling; Philadelphia, 32%; Washington DC, 30%; Atlanta, 28%; Los Angeles, 19%; and Boston, 16%. However, many branches still had very uneven participation, sometimes varying by as many as 20-30 comrades in any one week. This will be an area we will want to improve during future sales campaigns.

The per capita sales (number sold by each salesperson) increased substantially this fall to 12.6 per capita, from the spring average of 10.6. Nineteen branches sold 10.0 per capita or more. Three sold 15 or more--Seattle, 19.2; Detroit, 18.0; and San Diego, 15.3. Most branches report that this is a result of salespeople developing more skills in selling and going out more than once a week, in addition to the paper itself being easier to sell in the current political climate.

3. During the three months covering the sales campaign, most branches kept current on their bundle bills: 20 in September, 21 in October, and 22 in November.

Militant Business Office
14 Charles Lane
New York NY 10014

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However, the profit side of the campaign was mixed. Those branches with well organized sales and tight coordination of their bundles made a substantial profit over the 11 weeks of the campaign (i.e. Atlanta made \$341; Oakland/Berkeley, \$294; Seattle, \$291; and Chicago, \$284.) As was expected, the increase in price from 12½¢ to 17¢ also had an effect for almost every branch. The total weekly profit was \$266 this fall, compared to \$506 last spring.

One important aspect of making money on sales is to carefully coordinate the bundle size with the expected sales and organize the distribution of papers and collection of money and unsold issues. We made a little progress on the percent of the bundle which was actually sold, with 78% sold this fall as compared with 76% last spring. But some areas sold a lower percentage than last spring, which indicates that this is an aspect of sales to work on for future campaigns.

Philadelphia was able to sell an average of 82% of their bundle each week. They report this was possible because of the way they organized sales. The sales committee met the night before the bundle arrived to carefully plan out each sales location, listing the day, time and number of comrades needed. Then they divided up the names of all comrades to call them about selling the next week. This was all done before the SWP and YSA meetings, so that they only had to fill in a few extra places at the meetings themselves. Then they carefully estimated how many papers they would sell at each location. If it did not add up to their sales goal, they added more places right away. Then they could safely order a bundle to cover all sales, with some left over in case sales went better than expected.

4. At the end of the spring sales campaign, it was pointed out that one shortcoming of it was subscription sales to regular readers. This fall that situation considerably improved as a result of the joint subscription and sales campaign. More and more salespeople are conscious about selling a subscription to regular readers, or to someone particularly interested in The Militant. And, often these are one-year subscriptions.

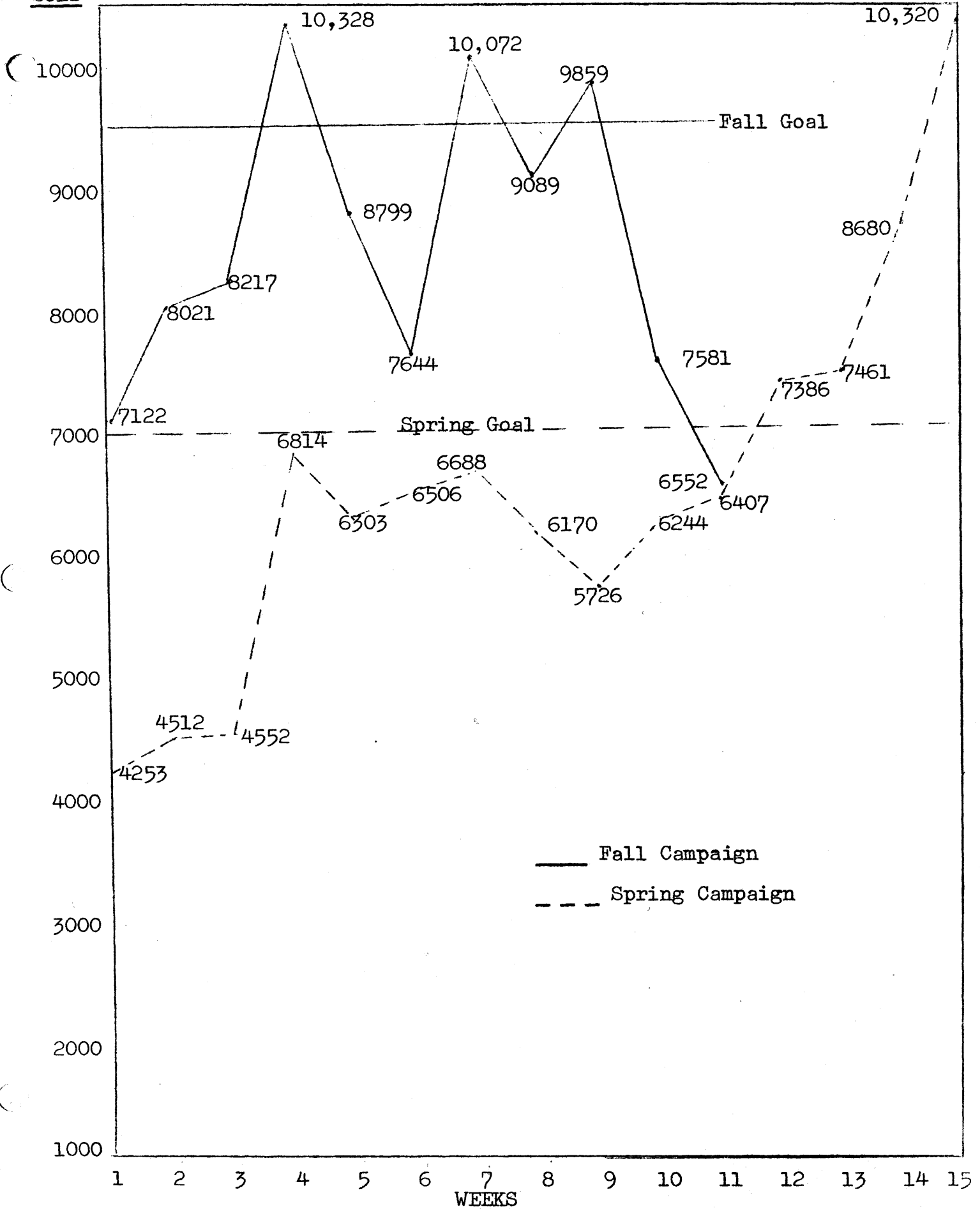
Also, the business office has received 325 subscription coupons clipped from the paper since September 7.

5. In addition to this statistical report, comrades are encouraged to read the two articles on the sales campaign in Nov. 30 and Dec. 14 issues of The Militant.

Sharon Cabaniss
Business Manager

TOTAL SOLD--Fall and Spring Campaigns, 1973

SOLD



I-AVERAGE NUMBER SOLD BY BRANCHES EACH WEEK

<u>BRANCH</u>	<u>FALL AVER.</u>	<u>FALL QUOTA</u>	<u>SPRING AVER.</u>	<u>1972 AVER.</u>
Atlanta	451	400	301	120
Austin	116	140	163	80
Boston	526	700	420	185
Brooklyn	372	450	295	125
Chicago	605	700	419	230
Cleveland	269	400	290	60
Denver	310	375	203	130
Detroit	360	400	330	280
Houston	403	450	414	100
Los Angeles	440	500	339	190
Lower Manhattan	403	450	510	90
Oakland/Berkeley	683	900	488	180
Philadelphia	377	375	234	130
Pittsburgh	264	300	---	---
Portland	246	300	155	105
St. Louis	244	225	---	---
San Diego	349	350	282	90
San Francisco	433	500	335	205
Seattle	423	400	278	95
Twin Cities	252	425	263	145
Upper West Side	430	475	365	120
Washington DC	324	350	224	170
<u>TOTAL WEEKLY AVER.</u>	<u>8,316</u>		<u>6,308</u>	<u>2,830</u>

Average weekly fall sales increased 32% over the average last spring, and 194% over the 1972 average.

II-LOCATIONS WHERE MILITANTS WERE SOLD

<u>BRANCH</u>	<u># ON CAMPUS AVER.</u>	<u>CAMPUS SPRING AVER.</u>	<u>% AT WORK PLACES</u>	<u>% AT POL- ITICAL MEETINGS</u>	<u>% COMMUNITY SALES*</u>
Atlanta	167	51	--	2%	61% (39%)
Austin	62	42	--	9%	38% (--)
Boston	201	59	2%	8%	52% (2%)
Brooklyn	105	104	1%	12%	59% (23%)
Chicago	105	53	2%	18%	63% (26%)
Cleveland	133	148	11%	7%	33% (13%)
Denver	96	44	3%	4%	62% (18%)
Detroit	231	124	2%	4%	30% (19%)
Houston	79	53	7%	10%	63% (23%)
Los Angeles	155	76	--	19%	46% (8%)
Lower Manhattan	87	92	1%	15%	62% (14%)
Oakland/Berkeley	176	107	9%	2%	63% (22%)
Philadelphia	194	49	1%	11%	37% (17%)
Pittsburgh	166	---	--	4%	33% (1%)
Portland	92	36	2%	9%	52% (--)
St. Louis	66	---	4%	5%	64% (28%)
San Diego	165	162	--	8%	45% (3%)
San Francisco	110	80	4%	9%	62% (7%)
Seattle	134	54	1%	5%	62% (2%)
Twin Cities	87	79	5%	14%	46% (7%)
Upper West Side	87	53	1%	15%	64% (3%)
Washington DC	84	50	1%	25%	48% (6%)
TOTALS	2,802	1,516			
AVER. PERCENT OF TOTAL SALES	35%	24%	3%	10%	52% (14%)

* Community sales include sales in working class areas, at grocery stores, bus terminals, bookstores, and other locations. The figure in parentheses indicates the number branches report they sold specifically in Black, Chicano, Puerto Rican, Haitian, and Arab communities. However, many other sales were to these people, even if they were not reported as such.

III-COMPARISON OF FALL AND SPRING PER CAPITA SALES*

<u>BRANCH</u>	<u>FALL AVERAGE PER CAPITA</u>	<u>SPRING AVERAGE PER CAPITA</u>
Atlanta	12.2	10.7
Austin	9.0	8.5
Boston	8.9	7.8
Brooklyn	11.1	8.1
Chicago	13.5	10.2
Cleveland	13.3	12.0
Denver	9.7	6.6
Detroit	18.0	10.7
Houston	11.5	13.4
Los Angeles	11.4	11.3
Lower Manhattan	10.0	12.6
Oakland/Berkeley	14.0	10.7
Philadelphia	13.1	11.1
Pittsburgh	12.9	---
Portland	13.4	7.3
St. Louis	14.0	---
San Diego	15.3	14.3
San Francisco	10.7	14.6
Seattle	19.2	10.8
Twin Cities	10.9	11.0
Upper West Side	12.4	9.5
Washington DC	12.5	11.0
AVERAGE	12.6	10.6

The number sold by each comrades participating increased 19% over the spring average.

*This includes only the per capita based on the comrades who actually sold, not on total membership.

VI-COMPARISON OF FALL AND SPRING PROFIT

<u>BRANCH</u>	<u>FALL PROFIT/LOSS 11 Weeks</u>	<u>FALL WEEKLY AVER.</u>	<u>SPRING PROFIT 15 Weeks</u>	<u>SPRING WEEKLY AVER.</u>
Atlanta	\$341	\$31	\$456	\$30
Austin	\$52	\$5	\$242	\$16
Boston	\$67	\$6	\$440	\$29
Brooklyn	\$48	\$4	\$266	\$18
Chicago	\$284	\$26	\$646	\$43
Cleveland	\$42	\$4	\$366	\$24
Denver	\$104	\$9	\$260	\$17
Detroit	\$75	\$7	\$325	\$22
Houston	\$139	\$13	\$408	\$27
Los Angeles	-\$81 loss	-\$7	\$330	\$22
Lower Manhattan	\$229	\$21	\$746	\$51
Oakland/Berkeley	\$293	\$27	\$660	\$44
Philadelphia	\$175	\$16	\$230	\$15
Pittsburgh	\$143	\$13	---	---
Portland	\$45	\$4	\$143	\$10
St. Louis	\$165	\$15	---	---
San Diego	\$204	\$19	\$473	\$32
San Francisco	\$125	\$11	\$230	\$15
Seattle	\$291	\$26	\$323	\$22
Twin Cities	-\$76 loss	-\$7	\$262	\$17
Upper West Side	\$153	\$14	\$491	\$33
Washington DC	\$103	\$9	\$269	\$18

TOTAL FALL NET PROFIT \$2,921 or \$266 weekly

TOTAL SPRING PROFIT \$7,584 or \$506 weekly

V-PERCENTAGE OF BUNDLE SOLD

<u>BRANCH</u>	<u>FALL 73</u>	<u>SPRING 73</u>	<u>1972 AVERAGE</u>
Atlanta	91%	85%	52%
Austin	85%	83%	57%
Boston	72%	70%	50%
Brooklyn	68%	66%	56%
Chicago	84%	85%	67%
Cleveland	72%	82%	29%
Denver	75%	76%	44%
Detroit	81%	76%	65%
Houston	76%	69%	47%
Los Angeles	66%	67%	64%
Lower Manhattan	83%	83%	48%
Oakland/Berkeley	79%	78%	55%
Philadelphia	82%	68%	51%
Pittsburgh	80%	---	---
Portland	72%	66%	65%
St. Louis	86%	---	---
San Diego	87%	90%	50%
San Francisco	76%	63%	56%
Seattle	90%	80%	60%
Twin Cities	62%	68%	55%
Upper West Side	78%	78%	53%
Washington DC	70%	81%	56%
FALL AVERAGE:	78%		
SPRING AVERAGE:	76%		
1972 AVERAGE:	54%		