| detected.
|
| For those two reasons, we opted to drop sherlock from the kit.
| Let me know if you have any other comments about the kit. I
| welcome and look forward to you input.
|
| = toma =
|

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186
From bradsi Thu Apr 25 14:47:03 1991
To: braddir
Subject: bu meeting
Date: Thu Apr 25 14:46:51 1991

please make sure everyone from your group is there, 3pm in the cascade
group. here is the notes I gave to steveb regarding the points we
want to communicate:

situation: clarify what war we're in; what the war really is; why
we're in this war; why the war is real, especially compared to other
threats like geoworks, go, apple. why this is not just another
fire-drill. what ibm's resources are -- it's not just a product war,
but also account control, marketing, support, os leadership -- total
nuclear war. what ibm is doing now, what they will be telling
customers, how to combat them.

elaboration: regardless of whether ibm delivers or not, they hit a
very raw nerve with our customers about windows.

consequences: what the impact of the war is if we win or lose. who
will call the shots in pc operating systems. what kind of company
microsoft will be if we lose, or if we win.

mission: what we thought of adequate two weeks ago is no longer good
enough. what we need to do we out-product cruiser. the promised
appeal of os2 2.0 is to satisfy our customers better than we've been
able to. we cannot lose product leadership. this is the challenge
we need to give our customers what they want from windows. we need
to make windows 3.1 the "satisfaction release". we will win by
"out-satisfying" the customer.

tone and manner: we need to be urgent but not panicky. we don't want
to spook the developers into thinking we're doomed, or to run off in
all directions in desparation. we need to give them a mission and
confidence, and let them know the resources of the company and its
top management are behind them. how should we behave in a marketing

sense in response. how we should talk to customers. what the tone
should be.

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187
From bradsi Thu Apr 25 14:49:11 1991
To: jonl russw
Cc: steveb
Subject: Re: Softmart Briefing
Date: Thu Apr 25 14:49:00 1991

fyi.

| >From jonro Thu Apr 25 13:15:13 1991
| To: bradsi garygi mikene richt tomja
| Subject: Softmart Briefing
| Date: Wed Apr 24 13:02:51 1991
|
|
| As I mentioned this morning, a good way to
| get our average resellers to provide a higher
| level of support is to productize champs
| and let them play. Softmart, like every
| other reseller I've talked to, is anxious
| to do this. We have to figure out the best
| way for them to do this and a way to capture
| the names of the Champs they enroll in the
| program for us.
|
|
| >From annh Thu Apr 25 12:59:31 1991
| To: jonro
| Subject: Softmart Briefing
| Cc: annh johnmu tomja
| Date: Thu Apr 25 15:56:09 1991
|
| Jon -
|
| Thanks for presenting info on Windows Marketing (and 3.x)
| at Softmart's briefing on Tuesday. The Softmart gang later
| commented that they were really impressed by your knowledge
| and understanding of the market and reseller needs. And
| they're pumped to distribute copies of the Win Resource
| Kit, Focus on Windows, and maybe even sponsor their own
| technical workshops!
|
| Follow-up from your presentation -
|
| 1) Need to get multiple copies of Focus on Windows - how