

EMPLOYEE PERSONAL SELLING PROGRAM

You have been chosen by your director or you volunteered to participate in the Employee Personal Selling Program at R. J. Reynolds Tobacco Company. You are a pioneer group at R & D that will be trained in personal selling and then you will help train co-workers in your group on how to influence competitive smokers to switch brands.

It's easy, it's fun, and it's very important for our Company.

The Employee Personal Selling Program is designed to educate employees on our priority brands and to engage Winston-Salem based employees to help convert competitive smokers.

Assume that a minimum of 2000 employees participate and convert 4 smokers each; this could mean over \$500,000.00 to our annual variable margin.

Here's how it works:

Employees experienced in personal selling from Sales Marketing and employees from the Personnel Department will set a time to come to R & D and train us on how to sell/convert competitive smokers. You will be shown/given a "switch kit" which gives all the information needed to become informed about Winston, Salem, Camel and Doral. The sales techniques you learn from this "mini" training will allow you to approach family, friends and neighbors encouraging them to switch to RJR brands and give them valuable coupons for free packs of our products.

Once you have completed this training session (approximately 1/2 day) you will set up a time to train co-workers in your group.

You will soon be contacted regarding the date and time of the "Train-the-Trainer Program."

Thanks for your interest and support.

NOTE: This list has been submitted to Don Williams - Sales Personnel.

EMPLOYEE PERSONAL SELLING PROGRAM
list of trainers

Skip Tinsley: Brands R&D	Skip Tinsley	5621
	Denny Potter	4449
	Donna Woods	5908
	Carolyn Carpenter	2483
	Pat Woods	4093
	Sterling Carter	2113
	Amos Westmoreland	4628
Gary Burger: Product Development R&D	Gary Burger	4676
	Mike Dube	4980
	Gary Shelar	4503
	Barbara Dula	5947
Frank Sellers: Avoca R&D	Patty Turner	4732
	Bill Tilley	5915
	Terry Pike (Avoca)	482-0412
	James Rouson (Avoca)	482-0412
Paul Braxton: RJRTI R&D	June Reece	6561
Ron Willard: PT&D R&D	Bill Jarvis	4692
	Gloria Caudle	4719
	Joe Warden	5008
Janet Wheeler: Planning and Admin R&D	Frankie Petree	5949
	Janet Wheeler	4050
	Linda Fulk	5962
Don deBethizy: Biological Research R&D	Denise Moore	4938
	Earl White	4015
	Tom Guy	5179
Lorraine Curtis: Quality Assurance R&D	Carolyn Norman	3147
	Randy McHone	6555
	Ronnie Case	7859