

SPEECH EXCERPT

CEO MOTTS

We're calling this sales meeting Bringing The Best Together. The Best. That's you. Plain and simple. And collectively, you're the reason we've had three stupendous years in a row.

O.K. Now this year the road has been a little bumpy and we've got some obstacles to overcome. Let's take a look at them, see what's what. Obviously we can't make them disappear like magic. The idea here, is to let you in on our strategy for turning those barriers into fences. Fences have gates in them.

We'll take a look at the big picture, the macro view, then we'll zoom in for a close up inspection of our division, the micro view. It's my feeling that you people are our most valuable resource. So we're going to tap your collective brain power combine it with some creative problem solving techniques, and turn this year on its ear.

We've got three major roadblocks to deal with. It's no secret that going into this year the price of apples was higher than it's ever been, too high to pass the whole difference on to the consumer. So we're losing a portion of our normal profit margin.

Secondly, our product, Fruit Packs. The applesauce packs were such an enormous success, we all assumed Fruit Packs would follow suit. And they have been successful, just not to the degree we had hoped for. Which is not to say they won't attain that level with some help from us. Still, that lag time generates the problem of no quota, no bonus.

Third and last problem . . . me. I've got some people who are stressed out and over-worked, and that is something I can fix immediately.

The best way to explain it is to use the metaphor of a race car, with all of you as the engine and wheels, and me as the driver. I didn't realize how incredibly powerful this engine was. It takes a while to get used to that much horsepower. Now I know what we're capable of, and the best way to win this race is to finesse the car through the S curves, use the muscle for the straight-a-ways.

I'm going to show you some information that will give you a little more detail about our plans for the future and show you what we need from you to guarantee that future. Because, to return to the car metaphor, we're going to make this vehicle four-wheel drive. That means all four wheels working in unison, all the engine components and gears meshing smoothly, everything working in concert to move the car ahead faster and farther than ever before. That way everybody gets to pass go. And collect the \$200.