



Read this first!



How To Get The Best Results From This Sales Aid

This sales talker will help you sell Apple IIe systems by demonstrating standard software packages available from Apple. When demonstrating the Apple, keep two objectives in mind:

1. Make it clear to your prospective customer how the product can benefit him.
2. Give your prospective customer confidence in you — so that he feels able to trust and rely on you for help and advice on personal computers.

☐ To demonstrate effectively, you need to practice. Rehearse your demonstration with your colleagues, family and friends. Ask them to be critical. Know EXACTLY when the KEY POINTS in your demonstration should be made and how you will demonstrate them. Show your prospect your confidence in using the product.

A Few Hints On Effective Use Of The Sales Talker

THE PROSPECT has come to you because he has a problem to be solved or a requirement to be satisfied. He is therefore not really interested in the type of processor, number of bits in the address bus, etc., but rather he is

looking for something to satisfy his requirement. HE NEEDS TO HEAR THE BENEFITS THAT YOU CAN OFFER HIM — NOT THE FEATURES OF THE PRODUCTS.

☐ YOU will be familiar with the Apple IIe and its features and capabilities. This sales talker will assist you in discussing and demonstrating to your prospect the major BENEFITS of your products.

☐ The sales talker is divided into five sections — others will be added later. Each section discusses a particular aspect of personal computing on the Apple IIe.

☐ The first section talks about personal computing in general and what the Apple IIe can offer.

☐ The next four sections discuss Apple Writer, Multiplan, Business Graphics and Quick File. It is in these sections that you should pay particular attention to highlighting the BENEFITS that your prospect can enjoy by using the product. It should be easy to bring your prospect's attention to these points, because they are the ones that are printed in bold letters and followed by the features that produce the benefit.

☐ Of course, you do not have to demonstrate all the products mentioned in this sales talker or even in the order in which they appear. In fact we have provided tabs so that you may move quickly from one product section to another.

☐ After having discussed a particular product which is

featured in the talker, remember that a demonstration is the easiest way to make the sale. So while showing the last page of the product description section, which shows examples of reports produced by the software, give your prospect a demonstration.

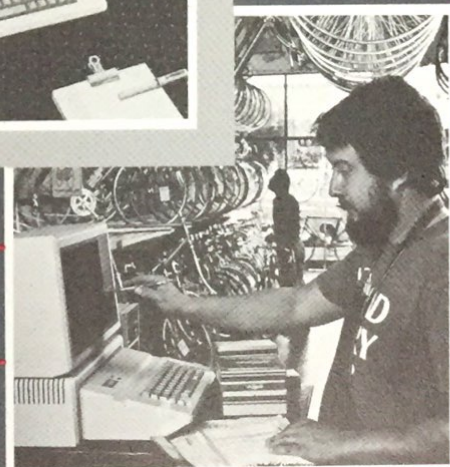
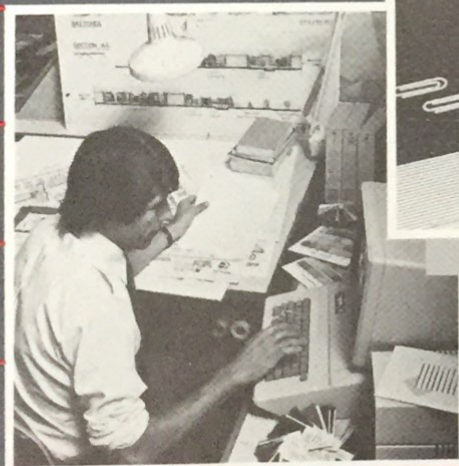
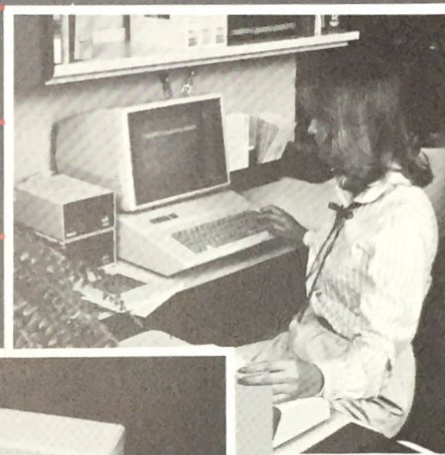
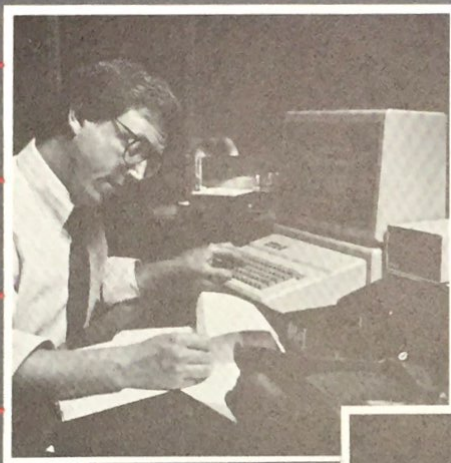
☐ When you have finished demonstrating the products, turn to the last page in the binder to summarise your meeting and close the sale.

Demonstration check list

- ☐ Are you ready to take the order?
- ☐ Have you order forms prepared?
- ☐ Do you have a price list ready?
- ☐ Are there any products not in stock?
- ☐ Is the Apple IIe configured and ready for use?
- ☐ Have you reserved the system for your use?
- ☐ Have you a back-up system ready?
- ☐ Is the demonstration area clean?
- ☐ Are the necessary diskettes in the sales talker?
- ☐ Do you have brochures available?
- ☐ Have you arranged not to be disturbed?
- ☐ Do you know the names of the people you will be speaking to?
- ☐ Do you wish to have refreshments available?

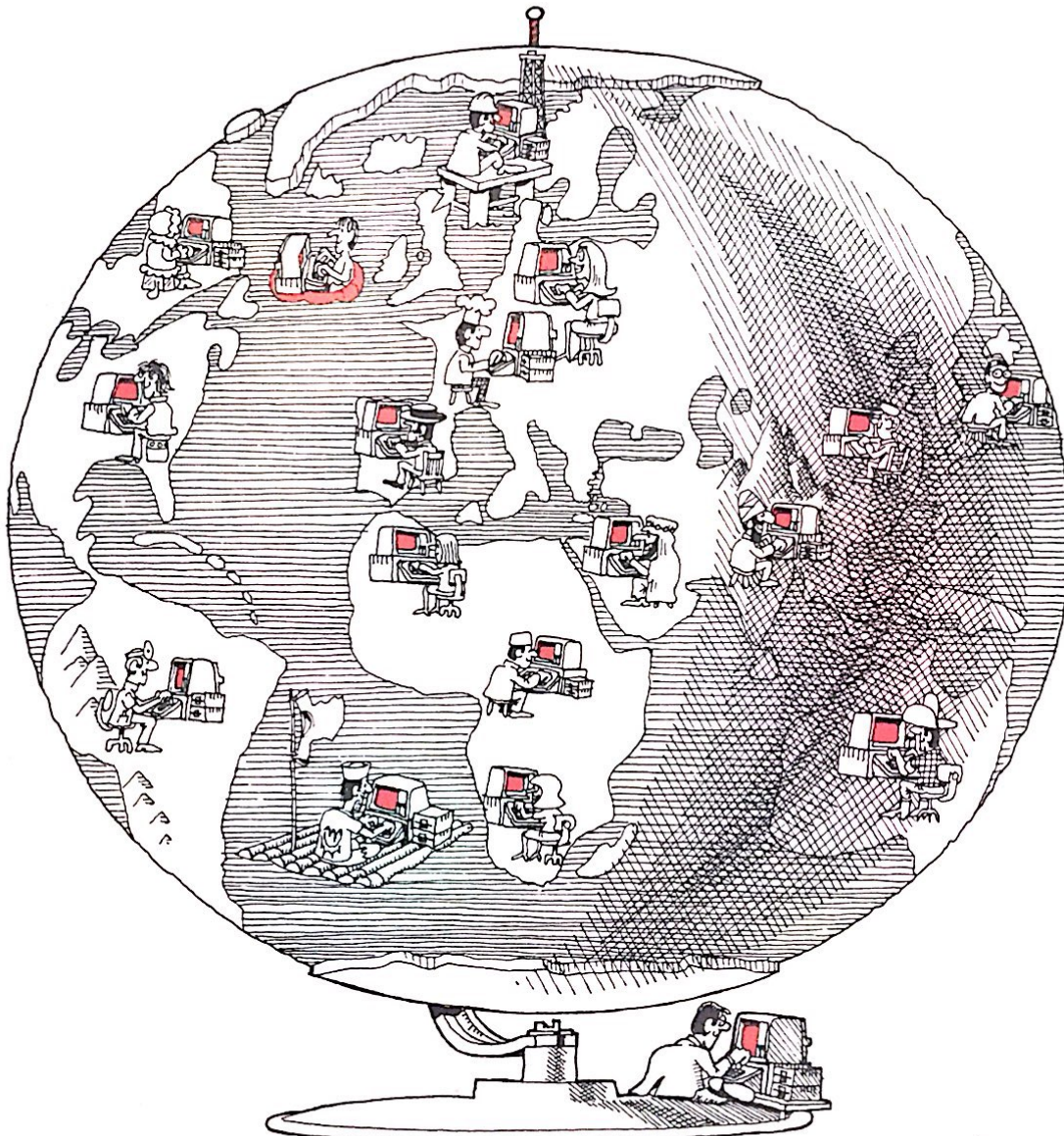
Apple IIe

and you





There are more people in more places doing things with Apples than with any other personal computer in the world.



Why a "Personal" Computer?



Apple designed the personal computer to:

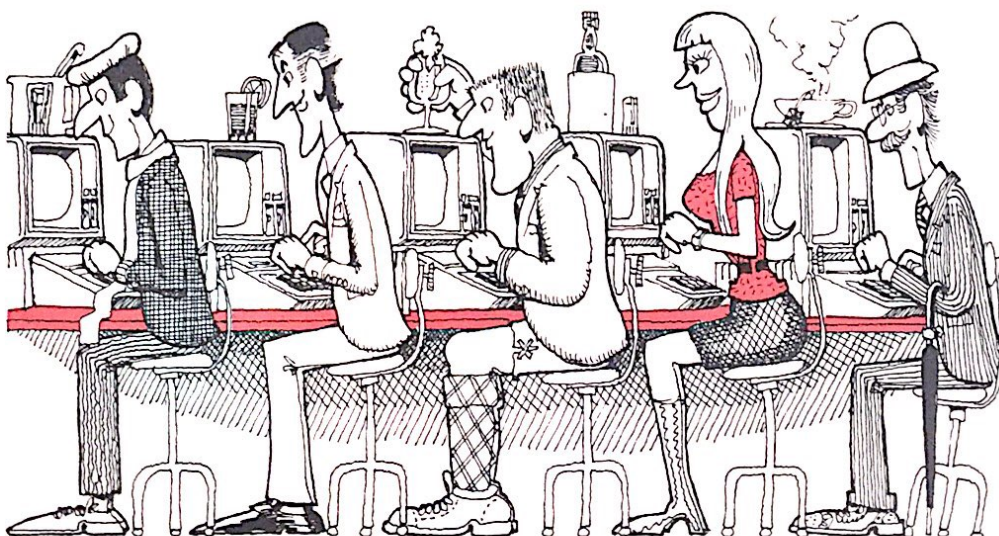
- Work for **you**
- Save **you** work
- Make **you** more successful
- Increase the value of **your** time
- Make **you** more productive
- Improve **your** effectiveness
- Extend **your** capacity for work
- Make **your** business more efficient

A Personal Computer gives **you** the power to do a better job - personally.

Introducing the Apple IIe.



- Full typewriter keyboard
— available in most European languages
- Upper and lower case display
- 40/80 characters per line
- Colour or B/W screen
- High resolution graphics
- Wide range of printers supported
- Many accessories available (e.g. graph plotters)



Apple IIe: The Personal Computer.

Apple IIe

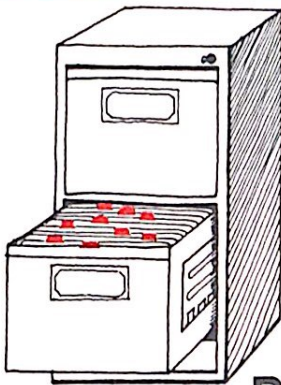


- High reliability
- Widest range of software for any personal computer
- Clear manuals
- System introduction training disk



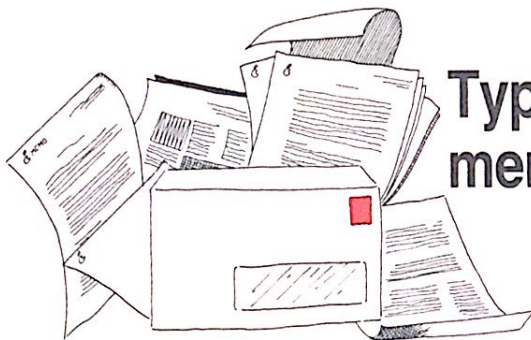
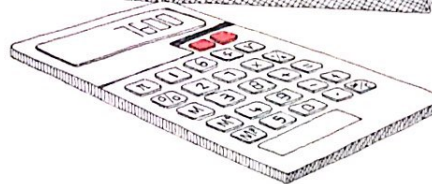
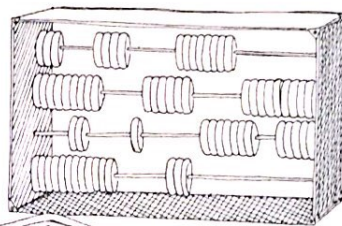
Apple IIe: The practical solution.

What a Personal Computer can do.



Sort and file
information.

Perform
calculations.



Type letters,
memos and reports.

Draw graphs.

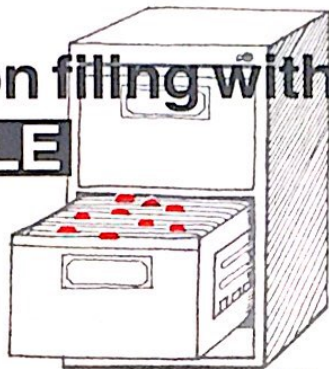


The Apple IIe: It helps **you** make the best use of
your time.

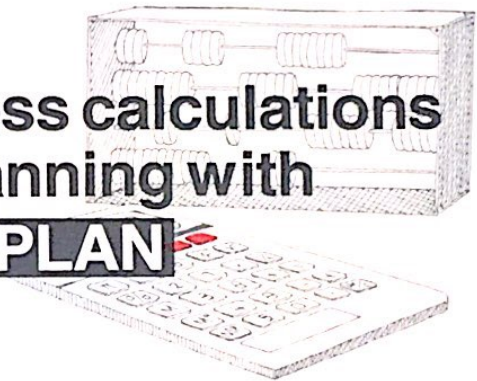
What can the Apple IIe offer you?



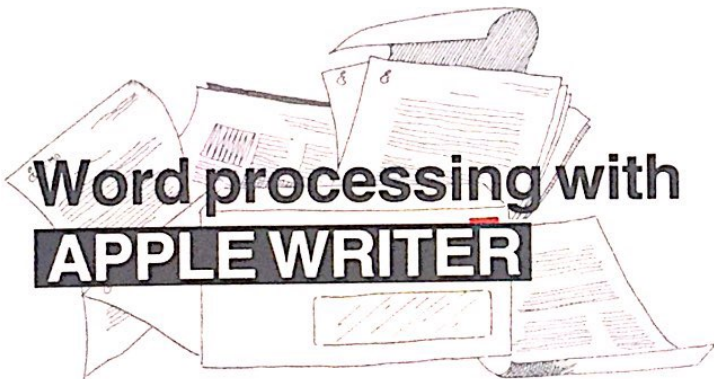
Information filing with
QUICK FILE



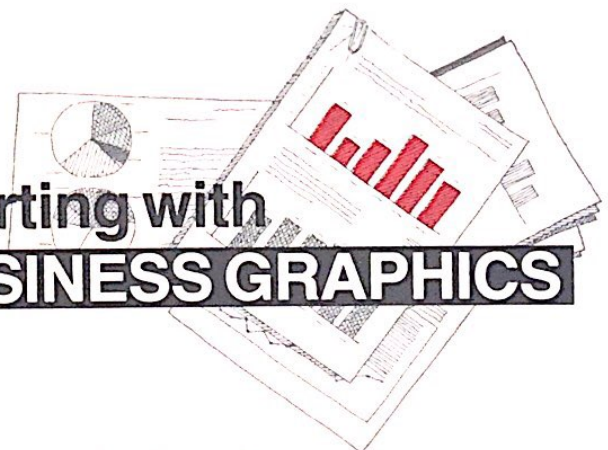
Business calculations
and planning with
MULTIPLAN



Word processing with
APPLE WRITER



Charting with
BUSINESS GRAPHICS



Apple IIe: **your** personal assistant.

How can you put the Apple IIe to work?

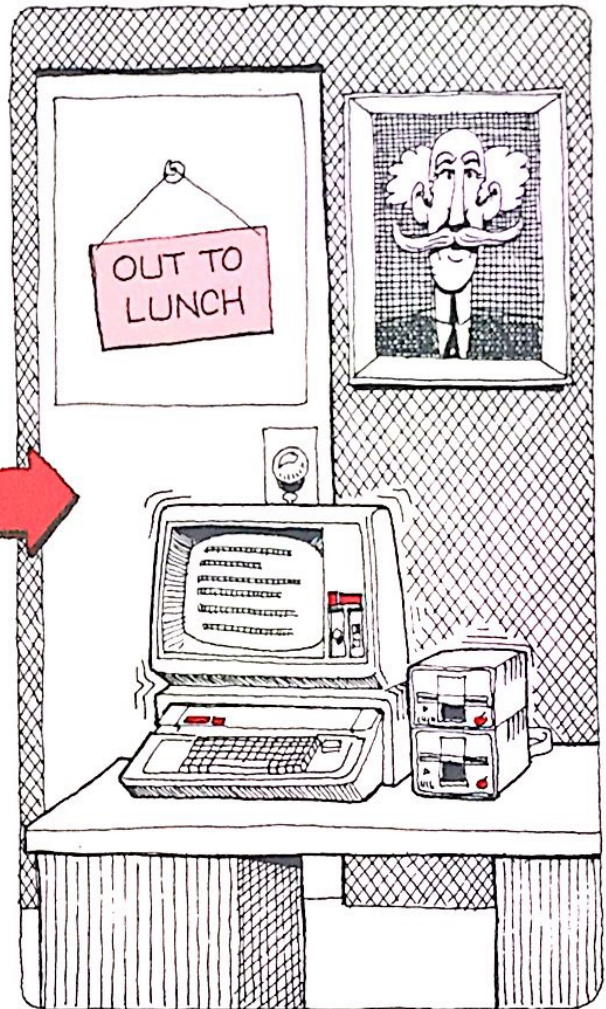


Delegate **your** work to the Apple IIe.





The Electronic Filing Cabinet



Delegate **your** sorting, filing, and organizing to Quick File.



ONE PROGRAM—MANY USES.

- Handles varied tasks:
 - sorting information
 - calculating figures
 - selecting data

REDUCES “NON-PRODUCTIVE TIME”.

- Rapid operation:
 - finding information
 - adding information
 - changing information

LETS YOU CHANGE YOUR MIND.

- Adapts to change:
 - new categories may be defined
 - figures automatically recalculated
 - flexible report layouts

Quick File will handle **your** facts and figures effortlessly.



SHORT TRAINING TIME.

- Easy to learn:
 - mnemonic commands
 - sample data provided
 - built-in help facility
 - helpful menus

INCREASES THE VALUE OF INFORMATION.

- Data sharing:
 - Apple Writer uses Quick File information (e.g. letters and reports)

SAVES YOU TIME.

- Rapid operation:
 - efficient searching and sorting
 - information archiving
 - selection of information
 - report layouts saved

EFFECTIVE PRESENTATION OF DATA.

- Wide reporting capabilities:
 - label or table format
 - row-and-column calculations
 - fully flexible report layout
 - sub totals

Organize your information with Quick File.

Quick File



CONTACT LISTS

Business Name	Address	Phone	Owner
ABC Corp	123 Main St	555-1234	John Doe
XYZ Inc	456 Elm St	555-5678	Jane Smith
DEF Ltd	789 Oak St	555-9012	Bob Johnson
GHI Corp	101 Pine St	555-3456	Alice Brown
JKL Inc	202 Cedar St	555-7890	Charlie Davis
MNO Ltd	303 Birch St	555-2345	Diana Prince
PQR Corp	404 Spruce St	555-6789	Frank Miller
STU Inc	505 Willow St	555-0123	Grace Lee
VWX Ltd	606 Ash St	555-4567	Harry King
YZA Corp	707 Hickory St	555-8901	Ivy Green
BCD Inc	808 Sycamore St	555-2345	Jack White
EFG Ltd	909 Dogwood St	555-6789	Karen Black
HIJ Corp	1010 Magnolia St	555-0123	Liam Grey
KLM Inc	1111 Redwood St	555-4567	Mia Blue
NOP Ltd	1212 Cypress St	555-8901	Noah Brown
QRS Corp	1313 Juniper St	555-2345	Olivia Green
TUV Inc	1414 Fir St	555-6789	Peter White
WXY Ltd	1515 Palm St	555-0123	Quinn Black
ZAB Corp	1616 Cedar St	555-4567	Rachel Grey
CCD Inc	1717 Birch St	555-8901	Sam Blue
EEG Ltd	1818 Spruce St	555-2345	Tina Brown
FFH Corp	1919 Willow St	555-6789	Uma White
GGI Inc	2020 Ash St	555-0123	Victor Black
HHJ Ltd	2121 Hickory St	555-4567	Wendy Grey
IIK Corp	2222 Sycamore St	555-8901	Xavier Blue
JLL Inc	2323 Dogwood St	555-2345	Yara Brown
KMM Ltd	2424 Magnolia St	555-6789	Zoe White
LLN Corp	2525 Redwood St	555-0123	Adam Black
MOO Inc	2626 Cypress St	555-4567	Eve Grey
NNP Ltd	2727 Fir St	555-8901	Frank Blue
OOQ Corp	2828 Palm St	555-2345	Grace Brown
PPR Inc	2929 Cedar St	555-6789	Harry White
QQS Ltd	3030 Birch St	555-0123	Ivy Black
RRT Corp	3131 Spruce St	555-4567	Jack Grey
SSU Inc	3232 Willow St	555-8901	Karen Blue
TTV Ltd	3333 Ash St	555-2345	Liam Brown
UUW Corp	3434 Hickory St	555-6789	Mia White
VVX Inc	3535 Sycamore St	555-0123	Noah Black
WWY Ltd	3636 Dogwood St	555-4567	Olivia Grey
XXZ Corp	3737 Magnolia St	555-8901	Peter Blue
YYA Inc	3838 Redwood St	555-2345	Quinn Brown
ZZB Ltd	3939 Cypress St	555-6789	Rachel White
AAA Corp	4040 Fir St	555-0123	Sam Black
BBB Inc	4141 Palm St	555-4567	Tina Grey
CCC Ltd	4242 Cedar St	555-8901	Uma Blue
DDD Corp	4343 Birch St	555-2345	Victor Brown
EEE Inc	4444 Spruce St	555-6789	Wendy White
FFF Ltd	4545 Willow St	555-0123	Xavier Black
GGG Corp	4646 Ash St	555-4567	Yara Grey
HHH Inc	4747 Hickory St	555-8901	Zoe Blue
III Ltd	4848 Sycamore St	555-2345	Adam Brown
JJJ Corp	4949 Dogwood St	555-6789	Eve White
KKK Inc	5050 Magnolia St	555-0123	Frank Black
LLL Ltd	5151 Redwood St	555-4567	Grace Grey
MMM Corp	5252 Cypress St	555-8901	Harry Blue
NNN Inc	5353 Fir St	555-2345	Ivy Brown
OOO Ltd	5454 Palm St	555-6789	Jack White
PPP Corp	5555 Cedar St	555-0123	Karen Black
QQQ Inc	5656 Birch St	555-4567	Liam Grey
RRR Ltd	5757 Spruce St	555-8901	Mia Blue
SSS Corp	5858 Willow St	555-2345	Noah Brown
TTT Inc	5959 Ash St	555-6789	Olivia White
UUU Ltd	6060 Hickory St	555-0123	Peter Black
VVV Corp	6161 Sycamore St	555-4567	Quinn Grey
WWW Inc	6262 Dogwood St	555-8901	Rachel Blue
XXX Ltd	6363 Magnolia St	555-2345	Sam Brown
YYY Corp	6464 Redwood St	555-6789	Tina White
ZZZ Inc	6565 Cypress St	555-0123	Uma Black
AAA Ltd	6666 Fir St	555-4567	Victor Grey
BBB Corp	6767 Palm St	555-8901	Wendy Blue
CCC Inc	6868 Cedar St	555-2345	Xavier Brown
DDD Ltd	6969 Birch St	555-6789	Yara White
EEE Corp	7070 Spruce St	555-0123	Zoe Black
FFF Inc	7171 Willow St	555-4567	Adam Grey
GGG Ltd	7272 Ash St	555-8901	Eve Blue
HHH Corp	7373 Hickory St	555-2345	Frank Brown
III Inc	7474 Sycamore St	555-6789	Grace White
JJJ Ltd	7575 Dogwood St	555-0123	Harry Black
KKK Corp	7676 Magnolia St	555-4567	Ivy Grey
LLL Inc	7777 Redwood St	555-8901	Jack Blue
MMM Ltd	7878 Cypress St	555-2345	Karen Brown
NNN Corp	7979 Fir St	555-6789	Liam White
OOO Inc	8080 Palm St	555-0123	Mia Black
PPP Ltd	8181 Cedar St	555-4567	Noah Grey
QQQ Corp	8282 Birch St	555-8901	Olivia Blue
RRR Inc	8383 Spruce St	555-2345	Peter Brown
SSS Ltd	8484 Willow St	555-6789	Quinn White
TTT Corp	8585 Ash St	555-0123	Rachel Black
UUU Inc	8686 Hickory St	555-4567	Sam Grey
VVV Ltd	8787 Sycamore St	555-8901	Tina Blue
WWW Corp	8888 Dogwood St	555-2345	Uma Brown
XXX Inc	8989 Magnolia St	555-6789	Victor White
YYY Ltd	9090 Redwood St	555-0123	Wendy Black
ZZZ Corp	9191 Cypress St	555-4567	Xavier Grey
AAA Inc	9292 Fir St	555-8901	Yara Blue
BBB Ltd	9393 Palm St	555-2345	Zoe Brown
CCC Corp	9494 Cedar St	555-6789	Adam White
DDD Inc	9595 Birch St	555-0123	Eve Black
EEE Ltd	9696 Spruce St	555-4567	Frank Grey
FFF Corp	9797 Willow St	555-8901	Grace Blue
GGG Inc	9898 Ash St	555-2345	Harry Brown
HHH Ltd	9999 Hickory St	555-6789	Ivy White
III Corp	10000 Sycamore St	555-0123	Jack Black

EXPENSE REPORTS

Expense Name	Amount	Date	Category
Travel	100.00	1/1/2000	Travel
Meals	50.00	1/2/2000	Meals
Transportation	25.00	1/3/2000	Transportation
Utilities	15.00	1/4/2000	Utilities
Insurance	10.00	1/5/2000	Insurance
Medical	5.00	1/6/2000	Medical
Education	3.00	1/7/2000	Education
Entertainment	2.00	1/8/2000	Entertainment
Gifts	1.00	1/9/2000	Gifts
Charitable	0.50	1/10/2000	Charitable
Other	0.50	1/11/2000	Other
Total	212.50		

QUICK FILE
Your new
filing clerk.

PRICE LISTS

Item	Price
100 Sheet Paper	1.00
200 Sheet Paper	2.00
300 Sheet Paper	3.00
400 Sheet Paper	4.00
500 Sheet Paper	5.00
600 Sheet Paper	6.00
700 Sheet Paper	7.00
800 Sheet Paper	8.00
900 Sheet Paper	9.00
1000 Sheet Paper	10.00
1100 Sheet Paper	11.00
1200 Sheet Paper	12.00
1300 Sheet Paper	13.00
1400 Sheet Paper	14.00
1500 Sheet Paper	15.00
1600 Sheet Paper	16.00
1700 Sheet Paper	17.00
1800 Sheet Paper	18.00
1900 Sheet Paper	19.00
2000 Sheet Paper	20.00

RECORDS

Record Name	Address	Phone
John Doe	123 Main St	555-1234
Jane Smith	456 Elm St	555-5678
Bob Johnson	789 Oak St	555-9012
Alice Brown	101 Pine St	555-3456
Charlie Davis	202 Cedar St	555-7890
Diana Prince	303 Birch St	555-2345
Frank Miller	404 Spruce St	555-6789
Grace Lee	505 Willow St	555-0123
Harry King	606 Ash St	555-4567
Ivy Green	707 Hickory St	555-8901
Jack White	808 Sycamore St	555-2345
Karen Black	909 Dogwood St	555-6789
Liam Grey	1010 Magnolia St	555-0123
Mia Blue	1111 Redwood St	555-4567
Noah Brown	1212 Cypress St	555-8901
Olivia White	1313 Juniper St	555-2345
Peter Black	1414 Fir St	555-6789
Quinn Grey	1515 Palm St	555-0123
Rachel Blue	1616 Cedar St	555-4567
Sam Brown	1717 Birch St	555-8901
Tina White	1818 Spruce St	555-2345
Uma Black	1919 Willow St	555-6789
Victor Grey	2020 Ash St	555-0123
Wendy Blue	2121 Hickory St	555-4567
Xavier Brown	2222 Sycamore St	555-8901
Yara White	2323 Dogwood St	555-2345
Zoe Black	2424 Magnolia St	555-6789
Adam Grey	2525 Redwood St	555-0123
Eve Blue	2626 Cypress St	555-4567
Frank Brown	2727 Fir St	555-8901
Grace White	2828 Palm St	555-2345
Harry Black	2929 Cedar St	555-6789
Ivy Grey	3030 Birch St	555-0123
Jack Blue	3131 Spruce St	555-4567
Karen Brown	3232 Willow St	555-8901
Liam White	3333 Ash St	555-2345
Mia Black	3434 Hickory St	555-6789
Noah Grey	3535 Sycamore St	555-0123
Olivia Blue	3636 Dogwood St	555-4567
Peter Brown	3737 Magnolia St	555-8901
Quinn White	3838 Redwood St	555-2345
Rachel Black	3939 Cypress St	555-6789
Sam Grey	4040 Fir St	555-0123
Tina Blue	4141 Palm St	555-4567
Uma Brown	4242 Cedar St	555-8901
Victor White	4343 Birch St	555-2345
Wendy Black	4444 Spruce St	555-6789
Xavier Grey	4545 Willow St	555-0123
Yara Blue	4646 Ash St	555-4567
Zoe Brown	4747 Hickory St	555-8901
Adam White	4848 Sycamore St	555-2345
Eve Black	4949 Dogwood St	555-6789
Frank Grey	5050 Magnolia St	555-0123
Grace Blue	5151 Redwood St	555-4567
Harry Brown	5252 Cypress St	555-8901
Ivy White	5353 Fir St	555-2345
Jack Black	5454 Palm St	555-6789
Karen Grey	5555 Cedar St	555-0123
Liam Blue	5656 Birch St	555-4567
Mia Brown	5757 Spruce St	555-8901
Noah White	5858 Willow St	555-2345
Olivia Black	5959 Ash St	555-6789
Peter Grey	6060 Hickory St	555-0123
Quinn Blue	6161 Sycamore St	555-4567
Rachel Brown	6262 Dogwood St	555-8901
Sam White	6363 Magnolia St	555-2345
Tina Black	6464 Redwood St	555-6789
Uma Grey	6565 Cypress St	555-0123
Victor Blue	6666 Fir St	555-4567
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Frank White	7373 Hickory St	555-2345
Grace Black	7474 Sycamore St	555-6789
Harry Grey	7575 Dogwood St	555-0123
Ivy Blue	7676 Magnolia St	555-4567
Jack Brown	7777 Redwood St	555-8901
Karen White	7878 Cypress St	555-2345
Liam Black	7979 Fir St	555-6789
Mia Grey	8080 Palm St	555-0123
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Olivia Brown	8282 Birch St	555-8901
Peter White	8383 Spruce St	555-2345
Quinn Black	8484 Willow St	555-6789
Rachel Grey	8585 Ash St	555-0123
Sam Blue	8686 Hickory St	555-4567
Tina Brown	8787 Sycamore St	555-8901
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Victor Black	8989 Magnolia St	555-6789
Wendy Grey	9090 Redwood St	555-0123
Xavier Blue	9191 Cypress St	555-4567
Yara Brown	9292 Fir St	555-8901
Zoe White	9393 Palm St	555-2345
Adam Black	9494 Cedar St	555-6789
Eve Grey	9595 Birch St	555-0123
Frank Blue	9696 Spruce St	555-4567
Grace Brown	9797 Willow St	555-8901
Harry White	9898 Ash St	555-2345
Ivy Black	9999 Hickory St	555-6789
Jack Grey	10000 Sycamore St	555-0123



MULTIPLAN

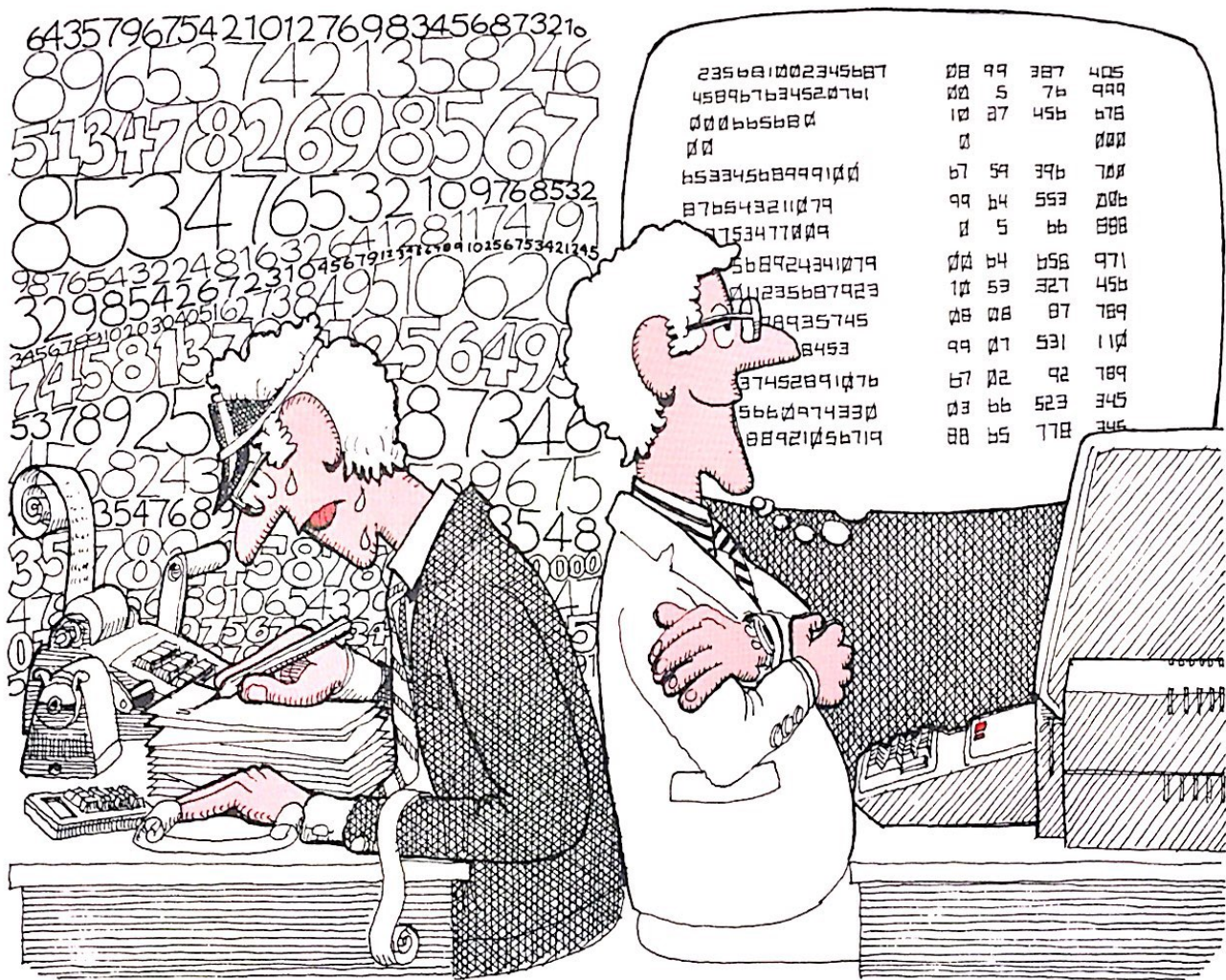
APPLE WRITER

**BUSINESS
GRAPHICS**

Multiplan



Tackles your financial analysis tasks.



Delegate **your** figure work to Multiplan.



SIMPLE TO USE.

- No programming necessary:
 - menus display instructions
 - uses standard + - × ÷
 - built-in help facilities
 - calculation by name
(e.g. SALES = VOLUME * PRICE)

SHORT LEARNING TIME.

- No special knowledge required :
 - tutorial guide provided
 - program offers assistance

SAVES YOU TIME.

- Many built-in functions:
 - net present value
 - average, sum, etc.
 - standard deviation
 - rounding and truncation

Multiplan can start working for you, now.

CAN PERFORM MANY TASKS.

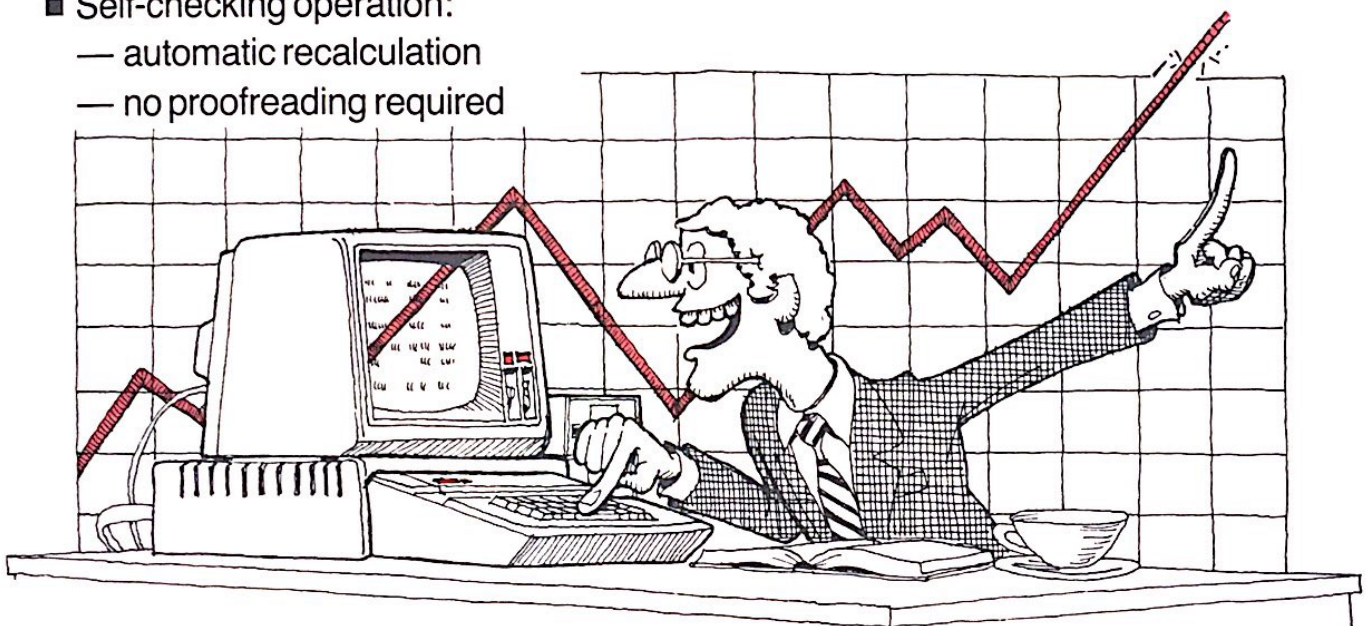
- General purpose tool for doing:
 - budgets
 - forecasts
 - analysis
 - consolidation

AIDS BETTER DECISIONS.

- Can evaluate alternatives:
 - “what if...?” analysis
 - iteration

FIGURES ALWAYS CORRECT.

- Self-checking operation:
 - automatic recalculation
 - no proofreading required



Multiplan increases **your** effectiveness.

EFFECTIVE PRESENTATION OF DATA.

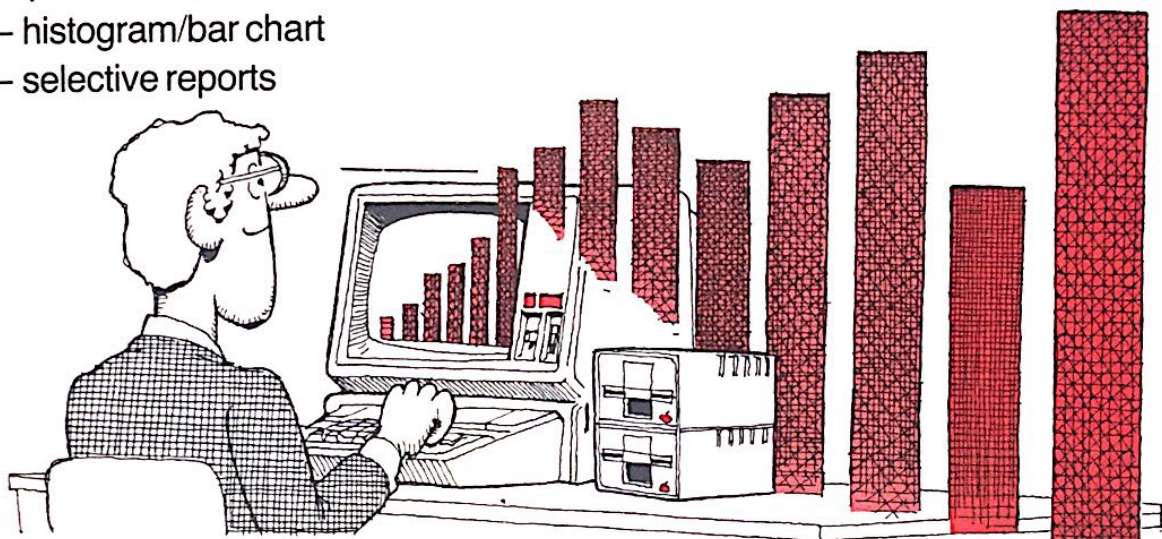
- Extensive reporting capabilities:
 - variable column widths
 - rounding and truncation
 - upper and lower case
 - many formatting options

INFORMATION ALWAYS UP TO DATE.

- Easy to make changes:
 - add new figures
 - change old information
 - change calculation formulae

HIGHLIGHTS TRENDS.

- Graphs available:
 - histogram/bar chart
 - selective reports



Multiplan can help **you** with all your figure work.



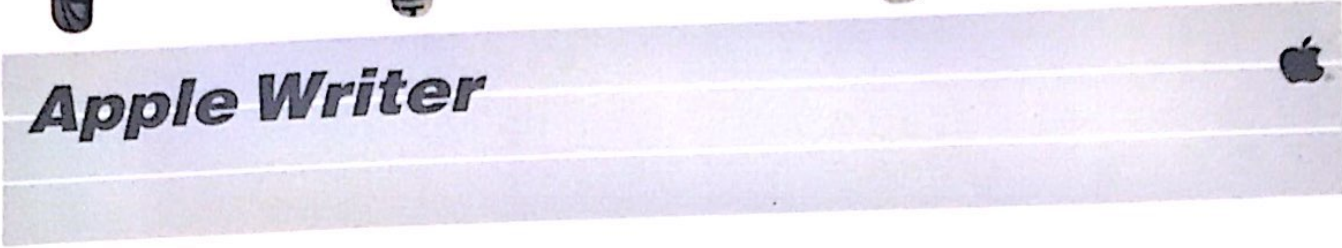
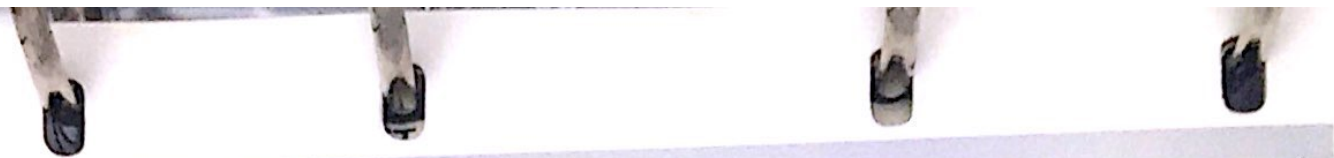
Apple Writer



Efficient Document Preparation



Delegate **your** document preparation to
Apple Writer.



Apple Writer

SHOWS RESULTS QUICKLY.

- Short learning time:
 - easy to use
 - typewriter keyboard layout
 - no “extras” required

INCREASED DOCUMENT OUTPUT.

- No retyping necessary:
 - text stored on computer
 - errors easily located and corrected
 - ability to “cut and paste”

SAVES TIME AND WORK.

- Fast and efficient operation:
 - quick proofreading and error correction
 - powerful editing facilities
 - links with Multiplan and Quick File.

Apple Writer does the hard work, leaving you more time to be creative.



PROFESSIONAL DOCUMENTS.

- Extensive layout facilities:
 - tabulation
 - justification and centering
 - automatic titles and page numbers
 - exploits all features of today's printers

TIME AVAILABLE FOR OTHER TASKS.

- Word processing language:
 - form letters
 - "mail shot" letters
 - automatic printing and collation

HELPS YOU MEET DEADLINES.

- Easy to make last minute changes:
 - inserting text
 - deleting text
 - moving text

Apple Writer can handle all your document processing.

Apple Writer



MEMOS

INTER DEPARTMENTAL MEMORANDUM

TO: All Executive Secretaries

FROM: Lisa Macintosh

DATE: January 10th 1982

SUBJECT: New Word Processing Equipment

As you will be aware the lease on our present word processing equipment has expired.

You will remember that at the last Executive Secretaries' Meeting we looked at various micro computer systems. Having compared systems, I am glad to tell you that we have made a decision about the equipment which we shall be using. The new equipment not only performs word processing, but also graphics, financial planning and filing.

I am pleased to tell you that we have ordered 20 Apple IIe personal computer systems, which perform all of the above tasks and more. The training course, which you will be given in the Board Room next Friday and will last one full day.

Please make sure that you are available for the training course. I am sure that with the new Apple IIe computer we shall all become more efficient and we may even be able to have time to catch up on work.

If you have any questions, please contact the Training Department.

PERSONALISED LETTERS

Apple Computer International

Dear Sir,

Thank you for sending the recent Apple IIe. I found you found the new equipment and software.

Your name and address has been passed to our Regional Sales Representative for the IIe. He will contact you in due course. I am sure that you will be very satisfied with the new Apple IIe. I am sure that you will be very satisfied with the new Apple IIe.

I have enclosed some information about the word processing facilities available on the Apple IIe. I hope that you find this material useful as it may be of use to you in the future.

I am sure that you will be very satisfied with the new Apple IIe. I am sure that you will be very satisfied with the new Apple IIe.

Yours faithfully,

S. Jones

APPLE WRITER
Your new
word processor

REPORTS

EXTRACT FROM:

DATA COMMUNICATIONS BETWEEN

TERMINAL EQUIPMENT AND INTERFACES.

RECOMMENDATIONS 1.1 - 1.29

1.1.2.1 Facility Parameter Field.

The parameter field contains the data network identification code for the transceiver BNC network, and is in the form of a decimal digit.

Each digit is coded in a two-octet in binary coded decimal with bit 1 of the first octet being the low order bit of the second digit, and bit 1 of the second octet being the low order bit of the third digit, and bit 1 of the third octet being the low order bit of the fourth digit.

1.1.2.2 Coding Flow Control Parameter Negotiation.

1.1.2.2.1 Coding for Packet Size.

The coding of the facility code field and the format of the facility parameter field for packet sizes are the same as call request, incoming call, call accepted and call connected packages.

1.1.2.2.1.1 Facility Code Field.

of the facility code field for packet sizes is:

8 7 6 5 4 3 2 1

- 0 0 0 1 0

LETTERS

PETER REES,
MAGNUMWOOD,
TEEN ROAD,
KNIGHTSBRIDGE,
CHESHIRE.

January 25th 1982

Dear Sir:

I was deeply disappointed and greatly saddened by Kenneth Gooding's article of November 18th. I have always considered Mr Gooding to be a responsible and perceptive journalist but to read his knocking copy on Rolls-Royce causes me to write to you with indignation.

First let me explain that I do not own a Rolls-Royce and never shall own one. That is not to say that I would not like to. Many of my friends and the parents of friends from my childhood have, however, owned these magnificent motor cars and to term them as 'individual' conversions for the vulgar rich, I think, an unfair slander on the best motor car in the world. Some of my friends who are not rich but are considerably placed say that they cannot afford to buy any other car than Rolls-Royce because it maintains its value, and servicing, though expensive, is infrequent.

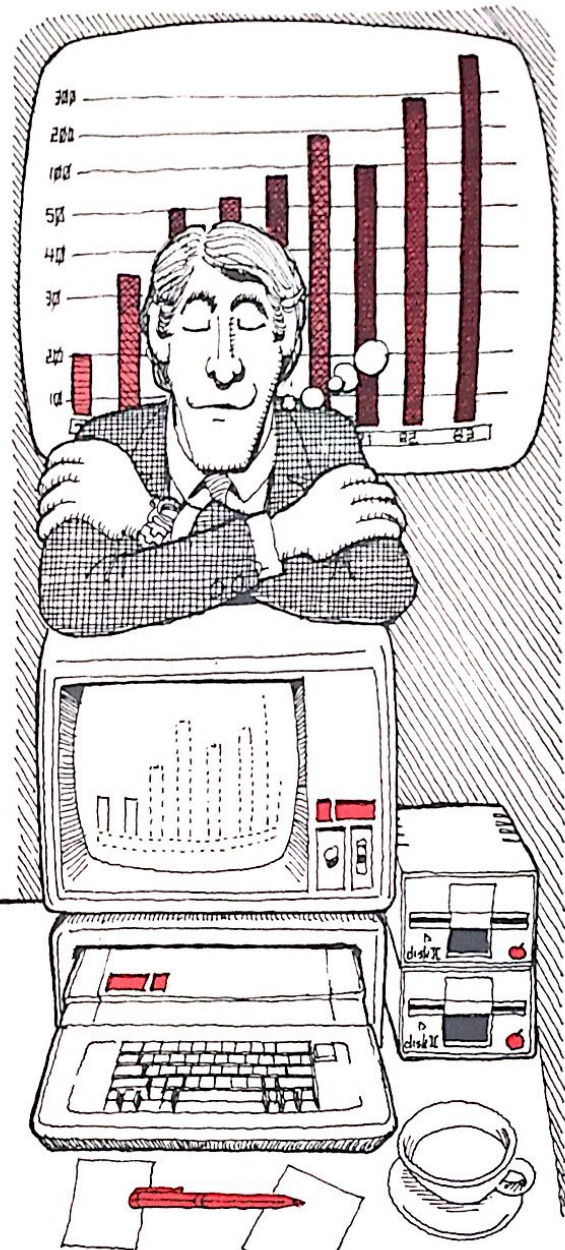
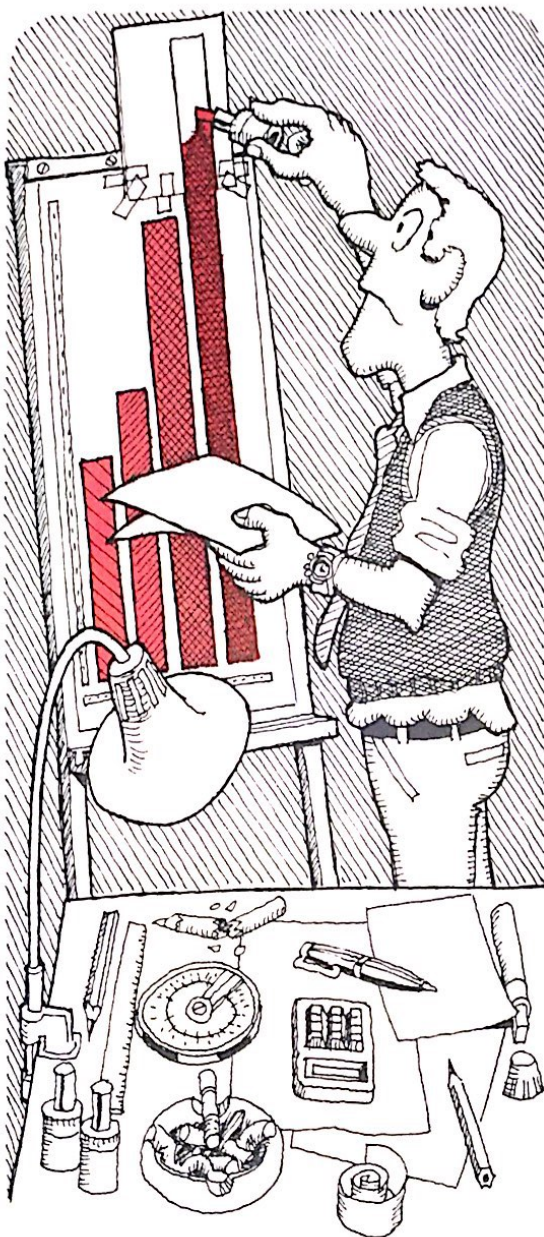
To cast the Rolls-Royce in the same category as BMW and Mercedes, even to me that Mr Gooding was not the first idea of marketing and certainly does not know anything about Britain's most prestigious motor car. While both the Mercedes and BMW are certainly excellent motor cars, they compare with the Rolls-Royce and not with the Rolls-Royce.

Yours faithfully,





Visual Presentation of Numbers.



Delegate the production of business charts to Business Graphics.



VISUAL APPEAL + CLARITY

■ Many display functions:

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- works with graph plotters
- different charts available:

line
point

bar
area

pie
scatter

ADDS IMPACT TO YOUR WORK.

■ Presentation capabilities:

- automatic slide show
- professional quality graphics
- numeric analysis possible

Business Graphics simplifies the presentation of complex figures.



MORE ACCURATE FIGURES.

- "What-if...?" facility helps you do:
 - curve fitting
 - forecasting
 - analysis

MORE TIME AVAILABLE FOR OTHER TASKS.

- Time-saving features:
 - data taken from many sources
 - speedy drawing/redrawing
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 - automatic scaling of axes

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- Simple to master:
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 - tutorial guide
 - built-in Help screens

Business Graphics - the clear way to eye-catching graphics.

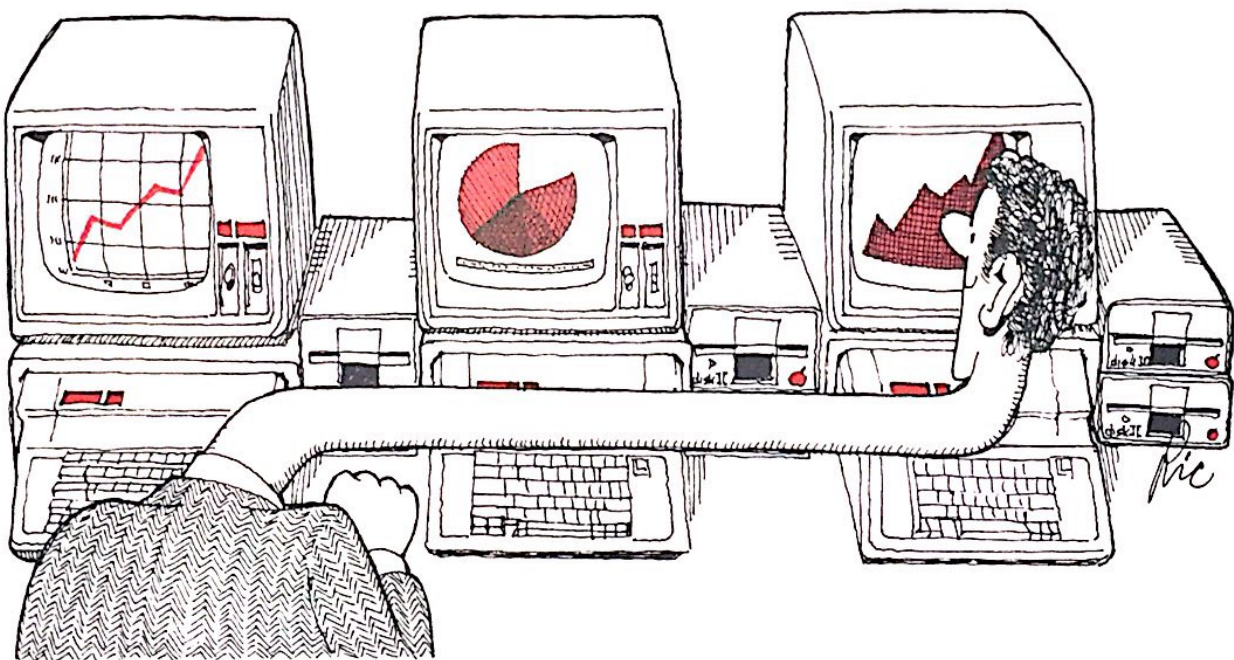


PROFESSIONAL RESULTS.

- Advanced capabilities:
 - overlay several graphs
 - six-colour output
 - can use graph plotter

MORE INFORMED DECISIONS.

- Visual “what-if...?” lets you:
 - present same data in different ways
 - highlight impact of different options

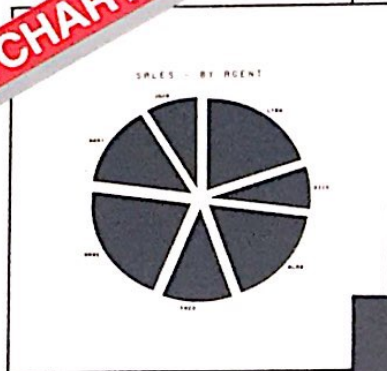


Let Business Graphics put **you** in the picture.

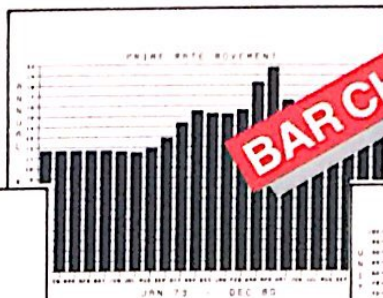
Business Graphics



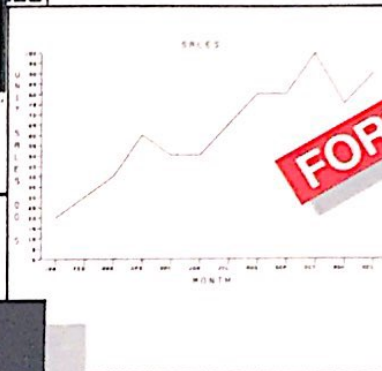
PIE CHARTS



BAR CHARTS

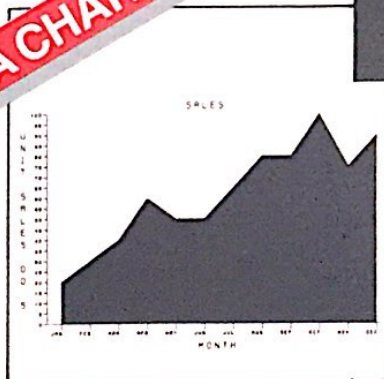


FORECASTS

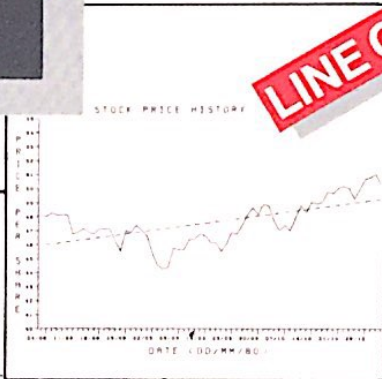


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designer.

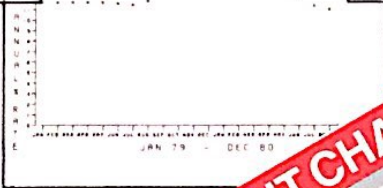
AREA CHARTS



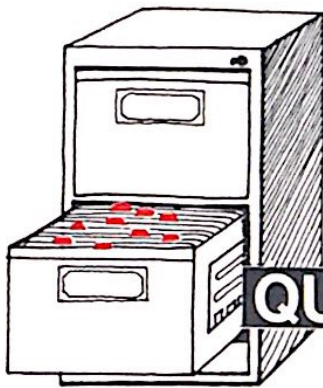
LINE CHARTS



POINT CHARTS



Apple IIe: Your Personal Assistant.

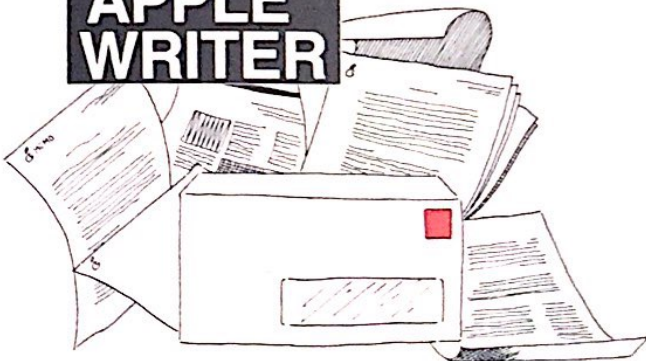


QUICK FILE

MULTIPLAN



**APPLE
WRITER**



**BUSINESS
GRAPHICS**



How much work can **you** delegate to the
Apple IIe?