

**MEMO# 2771**

May 17, 1991

## **MINUTES OF THE LAST SALES FORCE MARKETING COMMITTEE MEETING**

May 17, 1991 TO: MARKETING COMMITTEE NO. 19-91 SALES FORCE MARKETING COMMITTEE NO. 15-91 RE: MINUTES OF THE LAST SALES FORCE MARKETING COMMITTEE MEETING \_\_\_\_\_ Enclosed are minutes of the April 24 meeting of the Sales Force Marketing Committee for your review. Those of you in attendance will remember that the last meeting featured a lively discussion. Among the subjects for discussion was ICI regional statistics. In an effort to make this data more complete, non-reporting members have received a letter and survey from the Institute requesting their participation. Those of you whose firms do not report have received a copy of this letter under separate cover. Please feel free to call me regarding this or other matters with which I may be of help. I look forward to seeing you at the General Membership meeting this week and at the September 12 meeting. Barbara Levin Director, Sales Force Marketing and Financial Planning Services

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