

## “COBRA SALES NEWS”

The Club's publication will carry news and sales tips for all Cobra salesmen, whether or not they are Club members. All member names will be listed, and several interesting features are planned.

“Cobra Sales News” will pay to Club members only:

- \$10 for each “Cobra Sales Tip” published. (“Sales Tips” must be ideas which could help other salesmen close more Cobra sales, move “problem” units, etc.)
- \$10 for each “My Wildest Cobra Sale” published. These must be true stories of highly unusual or amusing sales experiences involving Shelby Cobra or Cobra GT cars.

In addition, “Cobra Sales News” welcomes sales-oriented stories and photos from Cobra dealers and salesmen that would be of general interest.

All information for “Cobra Sales News” should be forwarded through your Field Manager.

# HOW TO BE A

# COBRA

# SALES

# PROFESSIONAL

# IN 1968



## THE CLUB'S PURPOSE . . .

. . . is to recognize and reward the Cobra GT sales professionalism you have achieved because of your above-average knowledge of high-performance vehicles and selling procedures. Attainment of each membership level shall be duly rewarded. Your Club membership will help you improve your sales performance by pointing out to prospects that you are a recognized high-performance sales professional.

## ELIGIBILITY

Point scores for all classes of membership are:

Sale of GT 500-KR . . . . .	5 points
Sale of GT 500 . . . . .	10 points
Sale of GT 350 . . . . .	30 points

Bonus points for  
May 21-June 10 sales . . . each sale 5 points

## CHARTER MEMBERSHIP

Cobra salesmen who score 60 or more summer Sales Contest points during the contest automatically become Charter Members. Charter Membership closes on July 31, 1968.

## ACTIVE MEMBERSHIP

Salesmen who score 60 points during the May 21 - December 31 period will be enrolled



as Active Members; points earned during the Summer Sales Contest apply toward this 60-point total.

As a Charter or Active Member, you will receive an unusual desk trophy attesting to your membership achievement. You will also receive a blazer jacket with handsomely embroidered Club patch.

## EXECUTIVE MEMBERSHIP

This is acquired by earning 100 additional sales points at any time during 1968, for sales of 1968 vehicles.

As an Executive Member, you will receive an engraved addition to your desk trophy and a replacement jacket patch reading SALES EXECUTIVE.

## "TOP TEN" AND WORLD COBRA SALES CHAMPION

As a Club member, you could be one of the ten high-point scorers nationally. The leading point scorer will be the World Cobra Sales Champion for 1968. These Top Ten for 1968 will each receive all-expense-paid trips to the 1968 Ford Motorsport Banquet at Dearborn, where they will receive additional recognition.

