

SALES NEWS Issue 130

22nd February 1995

Dear Dealer

Direct Accounts

(please ignore this if you already have a direct account with Acorn)

You are probably already aware that, following an amicable agreement between Acorn and Hugh Symons, Acorn no longer sells through Distributors. The only source of supply for Acorn product is therefore direct from Acorn itself.

We are inviting dealers to apply for a direct account with us and, to this end, a credit application form is attached. If you would like to open an account, please complete the form and return it to the Sales Office by 1st March, 1995. If your application form is not received by this date, we will assume that you no longer sell Acorn products and your dealership will be removed from both our published Acorn Dealer list and our mailing lists. This means that you will not be eligible to participate in Acorn promotions, campaigns or sales schemes


There are advantages to your opening an Acorn account; the services we offer include:

- overnight delivery for orders placed before 3.30pm (stock and credit permitting);
- regular telephone contact from our Telesales team, to keep you up to date on campaigns, special offers, pricing and delivery information;
- opportunities to participate in schemes and special promotions;
- 30 days payment terms;
- credit facility similar to your current credit account with HSD.

There are exciting developments at Acorn Computers this year - don't be left behind!

Complete both sides of the credit application form and put it in the post to us tonight.

Yours faithfully



Tracy Bottomley
Sales Desk Supervisor

Acorn 