

## Farm Business News

### Named sales star



International Harvester's new 274 tractor has an offset engine to provide an unrestricted view for cultivation of high value crops such as tobacco, vegetables and nursery seedlings. It also accommodates a wide range of implements for truck farming and park and grounds maintenance. It is powered by a three-cylinder, water-cooled diesel engine rated at 30 engine horsepower.

INTERCOURSE — International Salestars, a nationwide recognition program for new agricultural equipment salesmen, has announced a winner at C.B. Hooper & Son, Inc., Intercourse a local dealer for International Harvester farm equipment.

Paul J. Boyer is the District winner for the month of September and joins an exclusive organization of Salestars

His total sales to date in 1980 have qualified him to compete for regional honors this fall with other winning salesmen in the 16 states of the Northeast Agricultural Equipment Region. This is the second time Paul has received this monthly special recognition.

"Salestars" was introduced to the company's dealers for their new salesmen - especially those recruited and trained during

1979 and 1980. It is a part of the I.H. Upward Bound salesman's development program, an ongoing company training plan unique in the agricultural equipment industry.

Each year new sales employees at dealerships are eligible to participate in various I.H. subsidized product and sales training classes. Such classes are held at both regional locations and at the I.H. Resource Development Center for North America

located in Ottawa, Illinois. Additional sales guidance continues at the local dealer level. The "Salestars" program is a further effort to help the sales person deal more effectively with the farmer's changing needs - and is one more indication of International Harvester's commitment to be Number 1 in the agricultural equipment industry. Each salesman competes for top honors within his District and Region, and you can bet that.



Paul J. Boyer, right, receives his sales star award from sales manager Tom Yohe.



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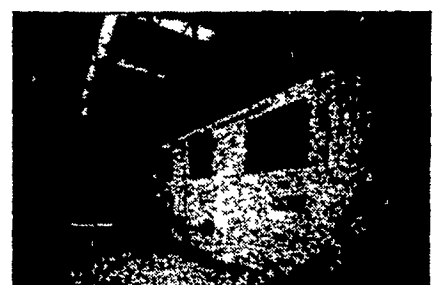


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