



STRASSENBURGH

PRESCRIPTION PRODUCTS

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November 2, 1970

TO: All Division and District Managers
FROM: J. Marion Meason
SUBJECT: ACTION NEEDED NOW!

I have just completed a spot check of your salesmen's daily reports. Excluding those districts on our new Call Planning System, your salesmen are averaging about six M. D. calls per day including those seen at hospital displays.

Is it merely coincidence that names like Gobar, Gallop, Bridges, Brannon, Farrar and Gayley popped out on the list with 40 or more calls for the week?

Too many men are making as few as 25 to 30 calls per week. Is it merely coincidence that these same men are making little, if any, sales progress?

Ethical anti-obesity preparations, according to DK&K, climbed to 14.5% in August. Strassenburgh claimed only a 12.7% Share of Market for the lowest share of market we have held in a very long time. Any way you slice it, we are being outsold by our competitors! Merrell is up; Abbott is up; Samed is up; National is up; Lederle is up with a new entry.

Too few physician calls, I am sure, are only partly responsible for this state of our business. Very closely tied to this must be the fact that our men are less than effective on the calls which are made. Why?

Let me pose a few questions to you. Is it possible that, having been blasted by some physician who said in effect, "Amphetamines are no damn good and should be taken off the market", your salesman is afraid to bring an anorectic out of his bag in front of the next physician? Is this same fear of being "put down" the reason for making fewer calls? Is it possible that this same fear stampedes your salesman when a normal question or objection arises in an interview? Is this responsible for the actions of a salesman who is swinging strongly to IONAMIN because it is non-amphetamine? Are you teaching salesmen to ask *why* when a physician says, "I have quit prescribing anorectics"? Are you teaching him to pursue this with the physician in terms of giving the doctor adequate justification