

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 15221

All Div. &
Dist. Mgrs.

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November 2, 1970

to prescribe BIPHETAMINE, BIPHETAMINE-T or IONAMIN and *Are You Really Serious About Losing Weight?* rather than refer them to "Weight Watchers" or "TOPS"? What do your salesmen do when the doctor says, "I don't prescribe amphetamines anymore"? Have you taught them to ask *why?* Remember that amphetamines, both plain and combos, still held 69.1% of the \$7,696,000 market for August. Are our competitors better equipped to sell their products? Are they really better salesmen and managers?

Enclosed is a "structured" presentation for BIPHETAMINE, BIPHETAMINE-T and IONAMIN that suggests a way to utilize the strongest support we have had for our *4 Essentials System*. Not a single one of our competitors has as much to sell!

This presentation will be forwarded to all salesmen and should be implemented to your satisfaction immediately.

Selling today requires guts! Timorous "detailing" won't quite get the job done.

CAN WE MEASURE UP?

Cordially,


J. Marion Meason
National Sales Manager

JMM/mr

Enclosure