

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 15231

Div. & Dist. Mgrs.

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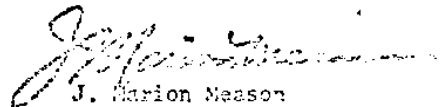
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2. Every wholesaler must be called on by your salesman at least once a month to reassure and motivate the buyer and sales manager.
3. At least five retail calls should be made by every salesman each day. Show the salesman how to reassure the pharmacist in the same way you will with the wholesaler.
4. Your visit with each salesman should include bolstering his own belief in what he is doing. Probe and listen. You may prevent disaster before it can occur and negative customer reaction can destroy a salesman's morale and effectiveness.

He, you or we cannot afford to let this happen.

Let's do the job right!

Cordially,


J. Marion Neason
National Sales Manager

JMN/mr

Enclosures (2)

cc: I. R. McGraw, II