

15242 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

C. R. Johnson, II

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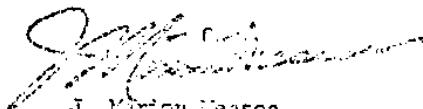
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Insert (not enclosed attached) should be included in the manual to overcome the possibility of the physician using another product.

4. A leave-behind, such as a card or brochure, with product identification
physician, and a card.
5. An active leave-behind product of journal campaign in at least two "news" books.
6. Direct mail campaign to all No. 1 and No. 2 Qualified "fat" doctors
(93,999) in our Cell Division system. This should be, I believe, a first mailing with request for samples. This mailing should not be crowded by including "Are You Really Serious About Losing Weight?" (a strictly product sell stressing non-amphetamine status).
7. All additional data gathered from the efficacy studies, even if preliminary, should become a part of the salesman's knowledge about the superiority of his product.

For a starting place, you will find a rough idea on a salesman's visual aid. It contains most of the essentials necessary for a hard product sell which, I believe, we need in this instance.

Submitted,



J. Marion Mason
National Sales Manager

JMM/mr