

**STRASENBURGH**
PRESCRIPTION PRODUCTSSUBJECT REPORT ON DIVISION MANAGEMENT CONFERENCES - 9/14 - 17, 1971

DATE September 20, 1971

TO Isaac R. McGraw, II

FROM J. Marion Meason

SITUATION ANALYSIS:

A more opportune time for holding such brief meetings could not possibly have been selected! Many of our field managers were in need of reassurance and reinforcement. This was particularly true in those areas where Biphedamine® and Biphedamine®-T have taken a real tumble due to actions of local Medical Societies. The problems were identified readily and were as follows:

1. Fear of sales losses of some magnitude due to conditions beyond their control.
2. Protective attitudes toward Biphedamine and Biphedamine and Biphedamine-T spawned mostly by fear of loss.
3. Dilution of Ionamin® promotional effectiveness and effort through trying to salvage all possible writers of Biphedamine and Biphedamine-T.
4. Fear of losing good salesmen because of the sales losses on Biphedamine and Biphedamine-T.

CORRECTIVE ACTIONS TAKEN:

1. Managers were told there was no alternative to selling Ionamin.
2. Managers were convinced that this was not a disaster but rather a great opportunity. Those successful in getting a lion's share of the good prescribers switched to Ionamin would actually hit a new sales high in the anorectic area.