

15254 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

I.R.McGraw, II

- 2 -

September 20, 1971

3. Plans for increasing both call averages and quintile calls were implemented.
4. Plans for more closely managing call activity by prime specialty were implemented.
5. Plans for more thorough coverage of the "reasons why" so that all salesmen are properly motivated and effective were implemented. A positive opportunity vs a negative reaction is the objective of every manager's discussions with salesmen.
6. A new Ionamin presentation is being prepared.

NOTE: Complete coverage, although by necessity brief, was given to the following additional subjects:

1. Green & Gold & Tussionex promotion.
2. KalyumTM - Hospital & Private Physicians
3. Expense control - Managers and Medical Sales Representatives
4. Manpower turnover
5. Vacant territory priorities



JMM/mr

Attachment