

3498 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Whenever the Problem is Oppressive Joint Pain Associated With Heat, Redness, Tenderness, and Swelling. . .

When the Muscles Around an Inflamed Joint Are in Spasm Causing Limitation of Motion. . .

Whether the Tentative Diagnosis is osteoarthritis of the Hip, Gout, Rheumatoid Arthritis, Rheumatoid, Spondylitis, or Just Plain Musculoskeletal Aches and Stiffness. . .

For Short-Term Use in Acute Conditions or Long-Term Use in Chronic Conditions.

'Indocin' Will Afford Relief to 3 Out of 4 Patriots Effectively. . . .

With an Extended Margin of Safety. . .

Probably With Fewer Capsules. . .

And, Therefore, Less Cost. . .

With Less Dosage Adjustment. . .

And, Therefore, Fewer Problems for Both the Physician and the Patient Than Any Other Currently Available Product.

This Is a Big One. Keep Sellin' It!

BULLETIN No. 23, APRIL 5, 1967

To: All sales Associates.

From: H. Glassner.

Subject: Profit Improvement Promotional Program Indocin-April Promotion.

During 1966, the Western Region with 10.8% of the nation's manpower, contributed 10.3% of the nation's total volume on Indocin.

That was not very good.

Now for the first two months of 1967, we have contributed only 10.1% of the nation's total volume on Indocin.

That is even worse.

While for two months of 1967, the nation had a 32.6% increase in Indocin sales, the Western Region had only a 25.0% increase.

For the two month period we are 0.6% behind our Profit Plan Objective on Indocin.

District rankings, giving equal weight to percent of objective attained and percentage increase over 1966 sales follow. Remember 66.6% of objective is par.

District	Total sales	Percent of quantity of objective attained	Percent plus/minus 2 months of 1966
Pertulla's Pirates.....	\$105,285	72.7	35.3
Westmoreland's Wranglers.....	71,999	73.3	31.2
Benedict's Bombers.....	92,875	67.8	31.3
Waddle's Warriors.....	124,867	69.2	21.6
Feudin Hatfields.....	63,151	60.6	24.6
McCabe's Maulers.....	70,224	60.8	20.9
Lundahl's Lumberjacks.....	89,892	56.8	12.0
Region.....		66.0	25.0
Nation.....			32.6

Top three and low three volumes among our regular representatives for the two month period were turned in by;

1. Joe Powell, \$18218.
2. Rich Mazziotti, \$16331.
3. Bud Iverson, \$13002.
68. Roger, Hillman, \$4406.
69. Dan Taylor, \$3225.
70. Fred Mansho, \$3027.

Tabulations of two month sales on Indocin, ranked by the percentage of objective attained, for all regular territories is attached.

The Tools

During April you will be working with the following assortment:

75 Indocin 25mg (3x6)—1350 Capsules.....	\$98
25 Indocin 25mg—21's—525 Casules.....	37
50 Indocin Folder Index Cards 296L.....	5
Total	140