

The standings, by district, for five months follow:

District	Amount	Percent of objective attained	Percent, plus/minus 1966
1. Westmoreland's Wranglers.....	\$187,687	95	36.9
2. Pertulla's Pirates.....	274,432	93	30.8
3. Benedict's Bombers.....	253,019	91	30.1
4. Waddle's Warriors.....	334,788	91	26.8
5. Feudin' Hatfields.....	173,145	81	25.1
6. McCabe's Maulers.....	182,489	77	15.0
7. Lundahl's Lumberjacks.....	240,614	74	10.3
Region.....		86	24.7
Nation.....			22.6

Top three sales volumes in the region for five months on 'Indocin' were turned in by:

1. Joe Powell, \$46,024.
2. Rich Mazziotti, \$36,560.
3. Dean Hilliker, \$35,884.

THE TOOLS

During the months of July and August, you will be working with the following assortment:

125 'Indocin' 25 mg. (3 × 66)—2250 capsules.....	\$140
50 'Indocin' 25 mg.-21's—1050 capsules.....	70
50 'Indocin' Folder-Index Cards, 539L.....	10
2 'Indocin' Permanent Detail Piece, 612L.....	20
250 'Indocin' Telephone Pads.....	30
50 'Indocin' "How to Use Leaflets?".....	10
Total	280

Joe Powell is making an average monthly assortment return \$60 for every \$1 he expands in promotional material.

What is your batting average?

THE PLAN

A recent report from Sales & Marketing Research on the reputation and usage of various drugs in severe rheumatoid arthritis points the way to increased opportunities.

In this study, physicians identified any patient with severe rheumatoid arthritis as one afflicted with pain and crippling so severe he could not perform his usual activities, often needed to be cared for by others, and had objective evidence of severe disease. The survey found the following attitudes among general practitioners and internists relative to severe rheumatoid arthritis:

1. 'Indocin' held only 19% of the severe rheumatoid arthritic market.
2. 'Indocin' was the second most often prescribed product in this market.
3. Eight out of ten physicians questioned, sometimes use 'Indocin' in the treatment of severe rheumatoid arthritis, yet seldom used it as the first drug they prescribed.
4. Almost five out of ten physicians questioned do not use 'Indocin' as either the first or the second drug to treat severe rheumatoid arthritis.
5. Two other products, aspirin and Darvon, have 48% of the severe rheumatoid arthritic market.
6. Eighteen per cent of the physicians questioned treated all of their severe rheumatoid arthritic patients with aspirin. Yet, G.I. side effects were considered as a bad characteristic of aspirin more frequently than of 'Indocin'.
7. Only aspirin had a better reputation for efficacy and few side effects than did 'Indocin'. Darvon has a more favorable reputation for fewer side effects but a less favorable reputation for efficacy than does 'Indocin'.
8. Butazones, corticoids, and gold salts, hold 33% of the severe rheumatoid arthritic market. Yet, these more potent products have a less favorable reputation among physicians using them for efficacy and side effects than does 'Indocin'.

Obviously, we have done a good job of selling 'Indocin' for long-term management of chronic rheumatoid arthritis. Now, we must convince our physicians to use 'Indocin' for short, severe, flare-ups.