

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 4293

[From Sales Talk—News, Tips, Ideas, June 2, 1960]

EXTRA—MER/29 MAKES TIME

TIME MAGAZINE REPORTS ON MER-29

Time waits for no one—MER/29 is no exception. The "Medicine" section of the latest issue praises MER/29 in an article. "Cutting the Cholesterol." This issue will be in the hands of over 3 million persons. Publicity of this kind will send thousands of patients to their doctors asking about MER/29. Make sure they walk out of the offices with prescriptions.

[From Campaign Strategy—The Wm. S. Merrell Co.—Jan. 9 to Feb. 17, 1961]

USE MER/29 CLINICAL TRIALS TO PUSH "WAIT AND SEE" G. P.'s

YOUR ASSIGNMENTS THIS CAMPAIGN, JANUARY 9—FEBRUARY 17

In the doctor's office: MER/29.

In the hospital: MER/29 Cēpacol Lozenges (military).

In the drug store: Cēpacol lozenge/troche deals.

Also in the doctor's office: Idea sell, Tenuate Dospan, Simron.

Profitunities: OB products, TACE, Alertonic.

IN THE DOCTOR'S OFFICE

MER/29—MAJOR SELL

Objective: To persuade "wait and see" G.P.'s and internists to prescribe MER/29 now for at least three patients.

Materials: MER/29 patient trial kit (10 per man); new case history brochure (150 per man); supplementary materials: archives of internal Medicine Journal (Ruskin paper); direct mail and journal ad tear sheets.

It is no longer possible for you to "wait out" undecided doctors. The time for very definite forceful action is now. Such action is far and away your major responsibility this campaign.

"SICK PATIENTS FEEL BETTER" IS KEY TO CREATING DESIRE TO PRESCRIBE

By now you can identify the doctors not using MER/29. Yet, you know they should be. Very often, you know most of their reasons for not using it . . . cholesterol may not be atherogenic, desmosterol is a question mark, possible liver toxicity, doesn't work, doesn't do anything fast enough, costs too much. Doctor "X" hasn't started using it yet. Are any of these legitimate? No! From our viewpoint: we know they aren't true, we know what MER/29 can do for a person who needs it, and we know they have not stopped top MER/29 salesmen. There is no point in trying to overcome each of these objections. That's the long way around.

The quick way to get the non-prescriber using MER/29 is to use every resource you have at your command to show him that he will be benefiting himself and his sick patients in a giant way just as soon as he uses MER/29. That's any doctor's hot button . . . and you must come down on it harder than ever before.

Yes, MER/29 works by lowering cholesterol . . . doctors know this. Now, show them what they don't understand well enough yet . . . just how much MER/29 can benefit their patients!

And, you can show any given doctor five benefits of MER/29 therapy in 5 minutes.

Here are two powerful tools placed at your disposal for this important job:

1. A field tested structured presentation (with new selling aid).
2. The MER/29 patient trial program.

MER/29 STRUCTURED DETAIL

Doctor, when you are considering a course of therapy for a patient you must have good reasons for your selection. This is true in the case of MER/29. Knowing this and guessing that you have yet to decide in favor of MER/29, I would