

"*Modern Medicine* uses more aggressive sales methods. I have got to know their man, and I have confidence in him. And it does result in our buying more space in *Modern Medicine* than we would otherwise.

"Our company is growing, and so is our advertising budget. As of now, the increases in our budget for the most part go into *Modern Medicine*. We are also thinking of going into *Medical Economics*, although we have not done so as yet.

"I would really like to be sold on buying more space in JAMA, and I think I could be. A better sales presentation on the part of JAMA, if it did nothing else, would reinforce our own feelings. It would get us off the fence."

A number of the advertisers felt that merely seeing the AMA space salesmen more often would not be an answer to the problem. The space salesmen, they felt, were not sufficiently trained in the policies of the AMA nor the facts about the publications as media to be of any real help.

A medical ad agency head stated it as follows:

"It has turned out to be a waste of time to talk to the AMA men. Nothing is being done by them to help the advertisers. If you want to know what should be done, see anyone in the consumer field. Who buys, where do they buy, what do they buy? Consider *Mademoiselle* and *Charm* as two examples. They give a magnificent analysis of their markets. The JAMA salesman walks in and says, 'Why don't you buy?'. They should hire men to do a constructive job of salesmanship."

A large ethical drug manufacturer felt much the same way:

"As far as the space selling and promotional practices of the AMA are concerned, there just aren't any. But in view of the way the AMA doesn't use its salesmen for anything but errand boys, we don't want any. They make very few calls, and the AMA promotional material is scarce and lousy. From our point of view, this doesn't make any difference—in fact, we like it, because they don't bother us or take up any time.

"From their point of view, however, it's not very good. I don't know why the AMA doesn't let their men sell the book. It's a hell of a good product and the arch-conservatism of the AMA is ruining it."

Another medical ad agency man felt that the AMA salesmen's hands are tied by AMA policies:

"The AMA has very little promotional materials, and their salesmen make few calls and no presentations. I don't think this will improve until the AMA modifies its policies. It ties its salesmen's hands.

"Of all the medical books, the least promotional work is done by JAMA. The State journals do a little more. The throw-aways do the most.

"The AMA policy on trade names must be changed first, and in a hurry. Their salesmen should get out and sell. They should make calls—lots of them. The AMA should also help the advertisers with their general plans, and on specific problems involving the advertiser and the AMA.

"The last presentation we got was the AMA readership survey, which was presented in too complicated a fashion. The AMA salesmen use very poor sales techniques. However, help on specific problems has been good."

A third medical ad agency man, who was in general very favorable to the AMA, made the following comment:

"The AMA does practically no promotion. They should tell their story to medical agencies and to manufacturers. They can take cases and specific examples showing the effectiveness of the Journal.

"JAMA actually does a far better selling job than any other journal, but they don't tell that fact to the advertisers. The mass journals tell the advertisers they have to use them to sell. When they increase their budgets, they do so in the throw-aways, and not in the AMA publications. The manufacturers, being constantly reminded of *Modern Medicine* and *Medical Economics* by their direct mail promotion and sales calls, feel that the doctors are also being reminded just as often, though they aren't.

"The main thing I would like the Journal salesmen to do is to show me what JAMA can do for *my* clients."

A number of the advertisers expressed the sentiment that constructive selling by the AMA would unquestionably increase their use of AMA publications. A drug manufacturer, known as a good friend of the AMA, put it this way:

"If the AMA wants to sell more space, we are satisfied with our present allocations and it will take some doing, but they might be able to convince us,