

Let us further convince him with the facts; the proof; the overwhelming endorsement of the top experts in the world today.

Let us weed out unnecessary discussion on:

1. Indications other than ovulation control.
2. Cancer (why discuss it?)
3. Nausea (why discuss it?)
4. Religion (this can be very time consuming and we are interested only in the medical aspect of Enovid).

We have carefully selected the physician for Enovid.

We have taken control of the situation and eliminated as much as possible, unnecessary time-consuming discussions.

We have prepared a positive, convincing sales story, proving that Enovid is effective, safe and the best means of ovulation control available.

We are making each selected call with one objective; Enovid Prescriptions. Take control; THE TIME FOR REAPING IS NOW.

[From the Searleman, December 1961]

AN ENOVID SHOPPING LIST

The men of the Capitol Division wrote up their ideas on methods to "Keep Enovid Sales Rising". The summary is printed below.

Like the Christmas Shopping List—there are a lot of good ideas listed.

OFFICE CALLS

Call on as many A and B doctors as possible.

Present Enovid to every doctor who has reasonable potential to use, or who should have interest.

Base approach and story on indication with biggest potential for that doctor. If he is using for that, present for next most important use, etc.

Cover conception control use on every call possible, whether primary indication for that doctor or not.

Build story so competitors do not walk off with business on indications other than ovulation prevention.

Individualize story for doctor you are talking with. Be flexible. Determine response during call by questions, leading statements, etc. If he is not in agreement—sell him.

Talk safety where necessary—stress six years "lead time".

Bring out the fact that Enovid is unique—chemically and clinically.

Tell the doctor about the widespread acceptance for conception control.

Cover "bonus" features when taken for ovulation prevention—Definite cycle, predictable bleeding day, slight bleeding when continued, pain free cycle, can vary cycle length.

Back up story with direct quotes, point them out in literature. Don't talk in generalities.

Be complete and thorough on administration. Be sure doctor knows how to use.

Tell the doctor about the economy and high dependability.

Get doctor to recommend regularly for regulation of the menstrual cycle and conception control.

SALES TECHNIQUE

1. Make the presentation interesting.
 - a. Say something that catches his attention regarding a particular patient.
 - b. Tell what you have heard about Enovid from other doctors, etc.
2. Be enthusiastic but not theatrical.
3. Keep the language simple and try to keep from being overly medical.
4. Make the doctor want to use it.
5. Try to anticipate trouble before it happens and overcome it.

DRUG STORES

Give complete story to pharmacist.

Bring out high sales and profits on repeat business.

Ask pharmacist to suggest to his customers and give them names of doctors in area who write for it.