

6270 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Leave appropriate literature for his reference.
See that he has adequate stock in best package size.
Learn from pharmacist which doctors are writing it and for what. Use as guide.

HOSPITALS

Emergency room

Find out how they handle bleeders and what they use to treat.
Show them why Enovid is better therapy.
Arrange for Enovid supply through Pharmacy to have available in emergency room to start patients—send them out with scrip for 20–10 mg. tablets.

OBC CLINICS

Initiate usage through residents and key staff men.
Present for problems most frequently seen in clinics—functional bleeding, threatened or habitual abortion, ovulation prevention.
Give story to all doctors and nurses in department.
See that Enovid is adequately stocked in pharmacy.

WHOLESALE

See that stock is adequately maintained in both 5 and 10 mg. tablets in all sizes—insure against shorts.

LITERATURE

Use and leave most appropriate tech. Bulletin each call, and index card.
Use and leave other literature as indicated to support presentation.
Be specific when using literature.

GENERAL

Talk to *everyone* who will listen and give them the good news that easy child spacing is here.

MANAGERIAL MESSAGE

(By Jim Muncaster, Northeast Divisional Sales Manager)

INSTANT SELLING ENOVID

(Not to be confused with Instant Mix Metamucil)

The imperative need for Instant Selling was explained in the communication from Regional Sales Manager Steve Chase in a recent Searleman. Unless you do it NOW there is a high probability, because of pressing competition, you won't have another chance.

As with no other research development, the need for some Instant Selling is apparent with Enovid. You are vulnerable; there is no doubt about it. Competition is coming; there is no doubt about that. When it comes, it will make all previous competition we have faced pale into insignificance. Having captured less than ONE PERCENT of the potential market to date, we have not yet built a brand or product loyalty on the part of the prescriber and consumer to stand us in good stead when the going really gets rough.

A similar product, with only the advantage of a price difference (may it never appear), could make our prize vanish faster than a pickpocket charms a wallet in a crowded subway car. That Enovid is placed in the top spot of succeeding Concentration of Power programs should be an indication of the concern of your management. You are being furnished with unprecedented sales support; the rest is now up to YOU.

We have all heard physicians express fears of chimerical long term effects; carcinogenesis; annoying side actions. In my studied opinion these objections are mere attempts to rationalize the real reason for not prescribing Enovid. You must learn to "read" your doctor. In the Managerial Message delivered a year ago, Stan Farrer asked "What does the doctor really mean when he says . . ." He means, in my opinion, "Give me assurance that Enovid really works".