

Let us recall the classic survey of Irving Caplow that appeared in the Harvard Business Review a few years ago. Mr. Caplow stated that physicians prescribed one drug in preference to others for the following reasons, IN ORDER OF IMPORTANCE:

1. Superior efficacy.
2. Safety.
3. Relative lack of side actions.
4. Ease of administration.
5. Price.

These motives hold for Enovid just as well as any other product you are selling. That poor woman "swollen with child" when unwanted, is a terrible advertisement for the physician among his patients. You now have the most potent convincers to meet this objection, perhaps unexpressed, "will it really work". Give your physician the needed assurance with:

1. Pregnancy Rates by Number of Tablets Missed. Garcia. Pg. 10, Enovid Television Symposium.
2. Fertility Control with Enovid. Table 2, Rock & Garcia, Pg. 17, Research in the Service of Medicine. Vol. 54.
3. Medical Letter #369, van Antwerp, Nov. 8, 1961.
4. Statement by Guttmacher. Pg. 26. Enovid Television Symposium. "... Enovid is the best, the most effective Contraceptive known to man."

Plus many other quotes, statements, and charts in your possession.

It is my observation that the most critical point of any sales presentation, and for some reason the one that we have the greatest trouble in handling properly, in asking for ACTION. When we reach the moment of truth, how simple it is to say "Doctor, do you have enough information about, and enough confidence in Enovid to prescribe it regularly in your practice?" Try it next time. If there remain any hidden objections that should bring them out into the open so they can be nailed to the wall.

To close on a biblical note:

"For by the tongue wisdom is discerned; and understanding, and knowledge."
(Ecclesiasticus 4:29)

How about some Instant Enovid Selling?

Dr. WILLIAMS. In a letter dated August 9, 1962, which appeared after the first reports of deaths and thromboembolic disease in users of the pill, the Searle Co. sent a four-page letter to United States and Canadian Searlemen, United States and Canadian Division men, and United States and Canadian salesmangers. On page 3 of that letter we find the words I have just read. Flagrant promotion to the public; flagrant advertising in not so subtle ways, through their detail men, urging people to demand prescriptions. This is not "ethical" drug advertising, never has been, and is not at the present time.

Senator DOLE. I think it might be well to have that entire letter for the record, not just one paragraph.

Dr. WILLIAMS. Oh, yes, the entire letter.

Let me read you the first paragraph of this, Senator. I think it is very interesting.

Excuse me, it will have to be the second paragraph, but it is very short:

"Gentlemen, your exceptional effort to combat an unthinking and sometimes vicious press attack against Enovid and the resultant hysterical fear on the part of thousands of innocent women users has and will continue to earn the gratitude of the respected medical profession. You are to be congratulated. Sometime ago your management foresaw the possibility of such a situation arising. We did not know when; we did not know how; we did not know what about. We only knew that the area of therapeutics as applied to Enovid was a potentially explosive subject."