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MRKT 321- Personal Selling

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### Part 1: Prospect Scenario

You are a primary physician that has your own practice, Root Medical Center. You were referred by a colleague's office who utilizes P2D2 (a prescription recycling program) and this is an initial visit to share information about our program and hopefully incorporate it into your practice. I have contacted you via a phone call and set up an appointment.

### Part 2: Sales Call Objectives

- Minimum objectives- To educate the potential client on our program and company history/reputation and mission objective. To determine the needs of the client.
  - Present statistics that show the effectiveness of our program, show how this program benefits the office as well as the community, and provide testimonials from recipients and doctors who have benefited from the program, and provide information on how to recycle prescriptions safely.
- Primary objectives- Answer all concerns about the program and schedule a presentation for the board of directors in the next couple months.
  - Educate the client and receive feedback from the client about our program.
- Visionary objectives- Implement the program into the office and establish a relationship with the client to achieve further referrals.
  - Complete a successful presentation to the board of directors and have a date set to imitate the program.

### Part 3: Company Product/Information

- P2D2 is a nonprofit organization that recycles used and unused prescriptions with the help of doctor offices, hospitals, and other health clinics. With millions of prescription drug users who are not aware of how to properly dispose their prescriptions our water systems are being contaminated with used drugs. There have been traces of natural and synthetic hormones, antibiotics, antihypertensives, painkillers, and antidepressants in our drinking water.

- As of now 38 states are participating in this state funded organization. Our company implements a recycling booth that allows customers to dispose of their used and unused prescriptions for safe recycling as well as to provide patients who cannot afford the prescriptions they need with your unused prescriptions. We were created and approved by The U.S. Fish and Wildlife Service, the American Pharmacists Association, and the Pharmaceutical Research and Manufacturers of America to dispose and recycle and redistribute pharmaceutical drugs safely and responsibly. Not only do we implement a program but we also provide information for patients on how to recycle their prescriptions properly.
- We are also currently working with pharmacies to distribute patient's prescriptions with information on where they can recycle their drugs and how to safely recycle them on their own.
  - We have over 250 recycling centers nationwide and our corporate office is located in Memphis, Tennessee. We have 4 centers in Louisiana located in: Baton Rouge, Lafayette, New Orleans, and Alexandria. If you decide to join our program we will have 2 staff members make pickups once a week or earlier if needed. Our staff member will be accompanied by a police officer while making pickups. Once pickups are made they are brought to our office in Baton Rouge where a certified pharmacist and doctor will examine the prescriptions to decide whether or not they need to be recycled or disposed.
  - We have established a relationship with local police in order to help make pickups and participate in community events. At these events we provide drop off boxes and by becoming a supporter of this program you can have your office represented by a staff member, a sign, or even yourself. We have partnered with the police because if controlled substances are obtained a police officers must handle them due to the strict regulations of the DEA and EPA. Controlled substances will be incinerated by the EPA to help keep these lethal drugs from being abused.

#### Part 4: Planned Questions/Need Discovery

- Are you familiar with the crisis of pharmaceutical drugs in our drinking water?
- Are you aware of any programs that offer recycling or informative programs?
  - Have you ever considered implementing a program to help control this problem?
  - Have you ever considered providing patients with information on how to safely recycle their used and unused prescription?
- How many patients do you have that are currently on a prescription regiment?
- Would you be willing to provide patients who cannot afford their prescriptions with the medicines they need for free?

- Do you fill prescriptions at your office
  - Would you be interested in including a brochure with the prescriptions that educate your patient on how to safely dispose of their prescriptions as well as provide them with a list of drop off locations?
- What are the most commonly prescribed prescriptions?
- How many of the prescribed prescriptions do you think are unused or are left around and fall into the hands of children and drug abusers?
- Would you be willing to initiate a program that will help the community and environment at no cost for you?

Part 5: Features/Benefits/Sales Aids

Features	Benefits	Sales Aids
P2D2 is a free program and a nonprofit organization	No overhead costs for your practice	Information about the state funded program
Provides a community/patient centered message	Your practice is viewed as environmentally friendly and patient oriented.	Provide testimonies from doctors and patients
Keeps our drinking water safe	Keeps harmful drugs out of drinking water	Show how improperly disposed pharmaceuticals are tampering with our water supply
Keeps unused prescriptions out of patients homes	Prohibits children and drug abusers from finding unused and used drugs in their homes	Show drug abuse statistics
Prescriptions are examined by a licensed pharmacist and doctor	Safely and securely know that unused drugs are being handled by professionals	List of doctors and pharmacists who are staffed

Part 6: Handling Objections

Objections	How to overcome objections	Sales aids
Why should I allow your company to take up space in my office?	The setup we use is a small recycling bin that can be placed anywhere in your lobby for your convince as well as the patients	Show a diagram of the recycling unit
What if my patients are worried about their confidentiality?	We do not require the prescriptions to have the	

	patient's personal information just the date and medicine name/strength.	
What will keep the recycling units safe from being tampered with?	Once the prescriptions are dropped into the bin only our staff can retrieve the prescriptions and are always accompanied by a licensed pharmacist.	Explain how the pickups are made.