

## THE BUSINESS SIDE OF PHARMACY

This department is devoted to the discussion of problems of business administration and commercial policies relating to the various branches of pharmacy.

CONDUCTED BY DR. ROBERT P. FISCHER.\*

Professor John Maurice Clark, of the University of Chicago, has classified into seven fundamental appeals, the human motives that prompt people to buy. In the order classified they are: (1) the money appeal; (2) the happiness and contentment appeal; (3) the affection appeal; (4) the variety appeal; (5) sentiment; (6) the curiosity appeal, and finally (7) good taste. In explanation of these fundamental appeals it is pointed out under the first one that a purchaser will often buy something because it will bring money to him. Under the second fundamental it is stated that a purchaser may buy goods which have no money value to him, but contribute to his happiness, health and peace of mind. The affection appeal, classified as number three takes into consideration that a purchaser may buy to protect or benefit others. Depending upon his character and intelligence a purchaser may buy from motives that are worthy or foolish; this constitutes the fourth or vanity appeal. The fifth appeal—sentiment—refers to the purchaser who buys to help a good cause along. People often buy novelties to see what they are like—this constitutes the sixth appeal. The last appeal in the list—good taste—is in most cases what might be termed a contributing appeal. The sales presentation which is in good taste is greatly strengthened.

One searches in vain for the outstanding appeal among these seven which might prompt people to buy the things which drug stores sell. In fact the group seems incomplete to one desiring to analyze the motives of buyers with the view of emphasizing the appeals that are most apt to yield rapid results. As far as the drug store customer is concerned we can rule out numbers one, four and five and were it not for the many side lines—non-pharmaceutical in nature—that are creeping into the drug store more and more each day, we might also rule out number six.

This leaves us the appeal to the happiness, health and peace of mind of the individual; the desire to protect or benefit others (chiefly in matters of health) and the appeal to good taste. Any intensive sales work, whether it be conducted by a large sales organization or by a few clerks in a retail drug store will be more successful if buying motives are studied and the predominating appeal kept in mind. Naturally this requires a little preparation and study on the part of the sales personnel. There must be nothing forced or seemingly studied about the selling talk. What is said should be a part of the salesman's actual knowledge and seem to spring from his thoughts spontaneously, if it is to be effective.

In the matter of drug purchases the health of the individual or his family is naturally the predominating thought. Salesmanship in this particular field should be limited to inducements to buy highest quality products in quantities which will be most economical. It is not the pharmacist's business to induce people to buy drugs for self-medication or to offer medical advice. There is however a field of pharmaceutical sales work that has not been worked very intensively

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by the pharmacist and that is the sale of preparations and supplies designed to prevent the spread of disease. A careful study of the work of the medical profession in disease prevention will reveal many avenues of trade for the retail pharmacist. This is a line that can be followed with good grace by the pharmacist and is really a part of his legitimate and necessary service to the public. Here the appeal to the health, happiness and peace of mind of the individual again comes prominently into play and can be skilfully handled to the advantage of both pharmacist and public. The so-called affection appeal, which takes into consideration the protection of others would naturally supplement the foregoing.

Good taste is such a self-evident factor in all sales work that it requires no extended discussion here. As stated near the beginning of this article, Professor Clark's classification of appeals as given seems incomplete unless the seven classifications are considered so broadly as to include factors which are not mentioned in them, specifically. There is for example the utilitarian appeal which certainly influences great numbers of buyers no matter whether they are purchasing drugs, sundries or toilet articles. "What is the most economical thing for me to buy to secure a maximum of efficiency?" "Can I use this product or that article for more than one purpose?" These are questions we meet with every day in the drug store and they indicate that the utility of an article or a product is the foremost consideration in the mind of the buyer who has already found a want for a certain type of product. Practically every advertisement consciously or unconsciously emphasizes the utilitarian appeal and salesmen do likewise.

It is a wise thing for a store owner to sit down for an hour or two each week with his sales personnel and discuss frankly and freely what makes people buy certain things in preference to others; what appeals to them about the merchandise sold in drug stores and what ought to appeal to the public if it were properly presented. Such conferences stimulate self analysis, the analysis of buying or selling appeals and must of necessity make better salesmen of the group. Furthermore, such conferences will stimulate interest and eventually bring about better service to customers as well as greater revenue and reputation to the store.

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### WHAT IS THE MATTER WITH PHARMACY?\*

BY AMBROSE HUNSBERGER.

For several years past the inquiry conveyed in the title of this paper has been a source of argument and controversy in pharmaceutical circles equalled in intensity only by the absorbing interest aroused in the lay mind some years ago when that classic query concerning the "age of Ann" was propounded.

So far as is known the latter problem has not been solved to the satisfaction of everybody and it reasonably may be assumed that our own problem as stated in the title will fail of a solution which will meet with unanimous approval from those who are most interested. This unpromising prognosis, however, should deter no one who is interested in the problem from grappling with it, in his own way and to the best of his ability, in the hope that ultimately a conclusion will be reached which will appeal favorably to the majority of those who are most seriously concerned with whatever may be "the matter with pharmacy."

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\*Section on Commercial Interests, A. Ph. A., Cleveland meeting, 1922.