

NORCO/MAXIDONE STOCKING PROGRAM

GUIDELINES

EFFECTIVE DATES: January 18, 2002 through February 28, 2002 or until completion

GOAL: 100% distribution of Norco and Maxidone in Independent and non-warehousing chain drug accounts.

VEHICLE: 100 count bottles of trade stock.

SALES FORCE: Selected Watson Inside Sales Representatives only.
Donna, Chiqui, Gloria, Lisa, Pete, Bernie, Yvette, Joan, Tricia, and Mauriene.

TARGET STATES: California, Texas, Mississippi, Tennessee, Georgia, South Carolina, Missouri, Kentucky, New York, and Indiana

PROCEDURE:

- Watson Inside Reps will blitz all independent and small chain accounts that have not purchased Norco and Maxidone to present this offer.
- Use the supplied call log to make sure all targeted accounts are contacted and presented with the eligible sku's.
- Upon acceptance of the offer by the account, you must verify the DEA information and address.
- If necessary, make corrections by giving the information to your supervisor.
- Your Supervisor will confirm that the changes have been made and will give you the OK to enter the order.
- Do not enter any order until all information is correct.
- Enter the order using the Part numbers below:
 - 634-01FG Maxidone 10/750
 - 729-01FG Norco 7.5/325
 - 913-01FG Norco 5/325
- You must use these numbers for the free goods promotion.
- Enter part number for letter enclosure from the list below.
(Be very careful to order the correct letter)

COMBINATION			PART NUMBER	DESCRIPTION
MAXIDONE ONLY			01788	Letter 1
NORCO 5 ONLY			01789	Letter 2
NORCO 7.5 ONLY			01790	Letter 3
MAXIDONE	NORCO 5		01791	Letter 4
MAXIDONE	NORCO 7.5		01792	Letter 5



NORCO 5	NORCO 7.5		01793	Letter 6
MAXIDONE	NORCO 5	NORCO 7.5	01794	Letter 7

- Put the order in “Pending”, Order Type “BRAND”, and “PROMO TRACKING”

YOU MUST FOLLOW THESE DIRECTIONS TO THE LETTER

REQUIREMENTS: Reps must make at least 75 contacts per day to qualify for any daily sales dollars.

EXCLUDED STATES: Do not sell this promotion in Massachusetts, Minnesota, Michigan, Kansas, Rhode Island, Ohio, New Mexico, Arkansas, or Illinois.

CAUTION: Do not get into any type of discussion or dialog about efficacy or your opinions. Stick to the script. We are offering the pharmacist free product to put on their shelf so they can fill the Norco and Maxidone scripts. End of discussion.

SALES CREDIT: Reps will receive \$50.00 sales credit for each order entered, regardless of the number of SKU’s ordered. Remember, you can only enter the products that are indicated on the call log as eligible. No dollars will be credited for non-free goods orders.

ADDITIONAL CALLS: It is permissible to make a maximum of 2 or 3 regular sales calls to your better stores while you are working on this promotion. However, as with the Unithroid give-a-way, you will not receive any sales credit for these orders.