



15.387 – Entrepreneurial Sales

<i>Case</i>	Pill Caddy
<i>Title</i>	Sales Prospecting
<i>Assignment</i>	Outline 5 distinct ways of closing the sale

Overview:

Your company, Pill Caddy, has an innovative product that is specifically designed for Senior Citizens who often have a hard time remembering to take their medication. This device is about the same size as a toaster oven. Its feature is that it automatically dispenses a pill at a certain time of day... and alert's the son or daughter of the aging parent if the pill has not been taken.

The United States, like most of the developed world, has a problem with its aging population. With life expectancy expanding, it is not unusual for older citizens to live to their 80's or 90's. With so many families needing two incomes to live, it is not an option that someone is in the extended home to care of elderly people.

Also, the option of moving an aging parent into a special care facility is both an expensive and a demoralizing activity. \$100,000 per year is not uncommon and aging parents often resist uprooting themselves, especially if they are in generally good health. Modern medicine has made great strides in providing medication to keep the elderly going, but if these medications are not taken, the patient runs the risk of major problems. The problem is exacerbated by the fact that half the medications that are prescribed are not taken. Elderly patients often have trouble remembering if they have or have not taken the medication. If they do not remember, they will either under-medicate or over-medicate themselves. Pill Caddy dispenses the pill and provides a verbal message, "Time to Take Your Pill" and it can do so in five different languages. If the pill is not taken within 15 minutes the device automatically calls up to 4 individuals who will then call the parent. If the message is received by the first individual, that person simply presses "1" – and the message will not call the rest of the people on the list. The entire device works wirelessly.

For the last two months you have had several meeting with Harvey Rosenthal, buyer of consumer electronics for CVS with over 4500 stores. Harvey previously held a senior position at Walgreen's and has both a degree in pharmacy and an MBA. CVS expressed interest because of its desire to remain dominant in the elderly health care delivery systems market and its belief that this product, which would sell for \$500, could be a winner. Although you are a young company, Rosenthal is intrigued enough to consider a pilot buy for 15 stores located in and around Providence. His plan was to buy 5 machines for each store and to promote vigorously the product with an in store display. You have offered Rosenthal very attractive 40% margins and have told him that he will have a six-month exclusive in this pilot market. Yet for some reason, you have had trouble closing the sale.

Tomorrow at 4PM you are having one final meeting with Rosenthal, who is Vice President of New Products at CVS.



Assignment:

Be prepared to close the sale five different ways to Harvey Rosenthal. Determine the key objections Harvey may have. Have proof points for the objections. Review the product benefits to assist you in overcoming the objections for closing the sale.

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Spring 2015

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