

- Involvement in the decision process
- Source of Research information

Disadvantage

- Inconsistent Messages
- High Cost
- Poor Reach
- Potential Ethical problems.

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Detailing is the art of presenting the offering that the purchaser appreciates the need for it and that a mutually satisfactory sale follows.

- Detailing is the accepted to be most effective form of promotional personal call to physician to promote their office and special promotional offer.
- Almost every company that their distribution department to space media and direct mail.
- Detailing through the telephone is the major promotional tool used by pharmaceutical company. Personal call to physician to their office and special promotional offer.

Advantage of Detailing

- Allow the two way interaction representative interact with doctors and pharmacists.

- Following of the message
- Lack of distraction