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Jul. 13, 2021 · 6 min read

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This is a real eye opener

1. “Want To Discover The Insider Secrets Of Why Big Pharma No Longer Need Sales Reps For Covid”

I got in touch with an old friend who worked as a pharma sales rep in the 1990s and asked him to explain what he actually did.

New 🧵 1/26



2. START My first job out of University after I left Oxford Brookes University was as a pharmaceutical sales rep in 1991. It was for a big company called Novartis and I got paid the princely sum of £11,999 and got a nice Renault Laguna thrown into the

bargain.

3. I was based in Suffolk in the UK and my patch was Ipswich and parts of Norfolk. I was selling 2 drugs at the time, the main one was called Amlodipine and it was for hypertension. We had 50 reps across the UK. The job itself was full-on and there was a high burnout rate.

4. Rarely did Pharma sales reps last more than a few years in any one company. Competitors frequently poached the best reps from the other companies. We had targets to hit with the amount of GPs to see in the morning and Hospital Consultants in the afternoon.

5. I would usually pitch up to a surgery around 8.30am and hope the GP would see me if he didn't have any patients. It was often the case that the surgeries were rammed full. One of the reasons for this was that on the NHS you didn't pay for the appointment or your medication.

6. This often meant that anybody would see a GP for any sniffle.

It was hard to get GPs to see you with so many patients to see. The biggest problem I had was getting past the receptionist who was normally a middle-aged battle axe whose sole job was to prevent entry.

7. The reps often came with doughnuts and similar type bribes to try and see the GP and hit their targets. We would normally have some freebies to give to the receptionist & the GP. Diaries, Pens, notebooks, stethoscopes, all were heavily branded with the drugs names.

8. However, we had 2 big carrots to dangle. The first was a meal out to a Michelin starred restaurant. I once took out 12 GPs and plied them with wine and food. The bill came to £900. That was back in 1991. I then gave a brief sales pitch at the end of the evening on the drug.

9. Over the next 2 weeks I would follow up with these GPs and expect to see my companies drug prescribed. I would know who prescribed it by looking at the sales figure within a couple of weeks. If I didn't see a bump in sales they wouldn't be invited out again.

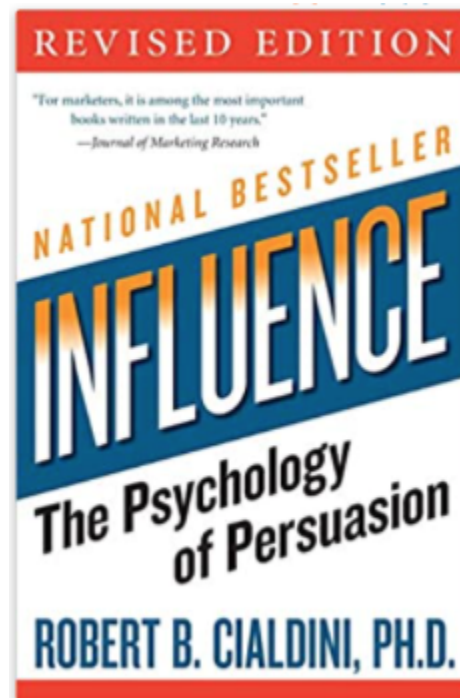
10. The 2nd carrot was a trip abroad. On one trip I took 5 doctors with me for 3 nights away to Germany. These GPs were deliberately hand picked in order to try and generate as much sales as possible from them in the months ahead.

11. Remember as well that I was only 1 of 50 reps on the trip. Each rep had 5 GPs. So these were monster trips that cost a substantial amount of money. You can be 100% sure though that the companies knew what the return on investment was going to be & it was very profitable.

12. These trips were allegedly “educational” where the GPs attended lectures in the morning, went on tours in the afternoon and were wined and dined in the evening. GPs had to get educational points on these trips. It was the only way pharma companies could get around the system.

13. It was my first experience of the law of reciprocity as documented by Robert Cialdini in his book "Influence"

Persuasion by reciprocation is based on the law of reciprocity. It's considered by many to be the most powerful law of human nature. Basically, it states that..



14. “If you do something nice for me I’ll do something nice for you. I feel obligated to reciprocate.”

For example, if we go out to lunch and I pick up the bill, you almost always offer to pay for it next time.

15. This technique was very much in play with the GPs. Because the pharma company paid for the trip, we expected sales in return. Putting it bluntly it was an inducement or call it a bribe if you will. It was an unconventional "Law of Reciprocity".

16. If a patient was suffering from Hypertension we were expecting the GP to prescribe our drug. Checking out the sales figures in the months after the trip, you would normally see a substantial bump in them.

The GPs knew how the game was played as well.

17. Naturally, these sales figures didn't last very long as the GPs would move on to the next drug company and next trip. It was a merry-go-round. So even back in the day, in 1991, Pharma companies knew what they were up to.

END OF INTERVIEW

18. Many of the same techniques are still in play today although its moved to an entirely different level. To be honest I don't know if pharma sales reps are out on the road cold-calling to GPs. What I do know though is that other techniques are being used.

19. What we're seeing now is that the media are doing all the heavy lifting for Big Pharma. The Irish Times are in a paid partnership with said company. No conflict of interest whatsoever obviously. But that's not all.



The Irish Times ✓ with Pfizer Ireland.
Paid Partnership · 🌐

A new podcast aims to shed light on all the burning questions we are certain to have about the most important vaccine in a generation



IRISHTIMES.COM
New initiative tells story of vaccines and role of scientific advancement in society

👍 😂 😠 18

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20. Ireland's national broadcaster RTE are spewing out non-stop propaganda using kids as bait. On the Christmas Toy Show a young girl was given a script to follow to promote the v. She was also egged on by the TV presenter Ryan Tubridy

 **Eileen Iorio**
@eileeniorio 

This adorable little girl was used by Ireland's state run tv station to promote the "Pfizer" CV vax.
The script had her knock her toy dog out with a hammer bcse he wasn't participating. She checked he was still alive then she jabbed him BANG!
Disgusting to use children like this.

 Watch on Twitter

5:33 PM · Nov 28, 2020 

 1K  See the latest COVID-19 information on Twitter

[Tweet your reply](#)

21. The same RTE presenter has frequently looked straight into the camera at the beginning of a show and said "The vaccine is coming". You don't need sales reps when you have a captive, gullible older audience on the stupid box hanging on every word.



Ivor Cummins

@FatEmperor



Ireland's top talk show host has morphed into being an immunologist-soothsayer synthesis. After an emotion-charged exhortation for us to lock down again, based entirely on the current #Casedemic - we get the magick sauce at the very end.
 - here it is, in 12 short seconds:



4:25 PM · Sep 20, 2020



431
 147
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22. But what about the younger generation. How do you reach those kids ? Simply by paying celebrities on Youtube, Instagram, Snap Chat, Tik Tok etc

This video with James Corden and Ariana Grande has got 3 million views in a month

Who needs sales reps ?

youtube.com/watch?v=v7Tarr...

23. Professors at universities such as Trinity & UCD are constantly appearing on the airwaves and TV talking about Covid and the v. They have massive conflicts of interest with big pharma. Luke O Neill here promoting one of them

Who needs sales reps ?

newstalk.com/news/luke-onei...

24. GPs are also being paid to give the v to people as well. Cash is king. When in the history of time have GPs been paid to carry out mass vaccinations ? You'll find that answer in a history book.

One last time

Who needs sales reps ?

irishmirror.ie/news/irish-new...

25. The landscape of selling pharma products has dramatically changed in the last 30 years. Pharma sales reps are still very much in existence but in a different guise entirely.

In this day and age it is very much a case of a wolf in sheep's clothing.



26. You know the drill 😊 I write these 🧵 in my spare time and would really appreciate if you could retweet the very 1st tweet. Likes are great but retweets are required to reach as large an audience as possible to expose what is really going on behind the scenes. Many thanks.