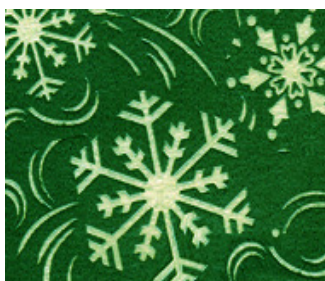


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Welcome to the December 2007 Issue!



*Warm holiday wishes
 for health and happiness
 and a new year
 filled with success.*

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: November Opportunities

206 overall leads for pharma vendors were reported by the PharmSource Lead Sheet in November.

Lead Type	Nov-07	2007 Y-T-D
Non-US Leads	55	737
Early development candidates	41	413
Late development candidates	61	602
Large molecule candidates	31	329
Small molecule candidates	73	801
Newly-funded companies	53	573
New sourcing executives	16	271
Parenteral dosage form candidates	38	431
Oral candidates	46	447
Total Leads*	206	2,378

* Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form.

Lead Sampler

Below are two actual leads from a recent issue of the **PharmSource Lead Sheet (PLS)**, the weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It reports new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers 40-70 fresh leads each week.

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Use the PLS to stay on top of opportunities as soon as they're announced, keep attuned to market activity and trends, and as a key resource for targeted marketing.

FOR WEEK OF:
11-25-2007

Products in Development ●

Product Acquisitions ●

Corporate Finance ●

Other Sponsor Events ●

Key Appointments ●

Downloads

Preferences

Comments/Questions?

Full Database Search

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Products in Development

Phase I	
Company:	Cardiome Pharma Corp.
HQ Location:	Vancouver, BC, Canada
Product:	GED-aPC
Dosage Form:	Parenteral - Liquid
Nature of API:	Biologic - Recombinant protein
Therapeutic Area:	Cardiovascular
Comment:	Cardiome initiates patient dosing in a Phase I trial of GED-aPC as a treatment for a variety of cardiovascular diseases. GED-aPC is an engineered analog of recombinant human activated Protein C. Results are expected in the first half of 2008.
Research Contact:	Donald McAfee
Research Contact:	Sheila M. Grant
Clinical Research Contact:	Charles Fisher, MD
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	SGX Pharmaceuticals, Inc.
HQ Location:	San Diego, CA
Financing Type:	Private equity placement
Amount Raised:	\$23.20 million
Description:	SGX raises \$23.2 million through the sale of common stock to institutional investors. Funds will be used for research and development efforts as well as for general corporate purposes.
Strategy:	SGX Pharmaceuticals is a biotechnology company focused on the discovery, development and commercialization of innovative cancer therapeutics.
Preclinical contact:	Siegfried Reich, PhD
Research contact:	Stephen K. Burley, MD
Clinical Research Contact:	Terence Rugg, MD
Print Lead Email Lead	

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Sales Article

Sales Metrics – Professional or Amateur?

By Bryant Nielson

I recently had the opportunity to speak in front an audience of sales professionals and their managers, wherein the topic of Sales Metrics arose. I found it interesting that many within the group, and some of them were very high income earners, had little or no knowledge about what comprised their success. It became uncomfortable when the Sales Managers also did not have any standard methodology for measuring success.

I started my response with a digression into the topic of Alex Rodriguez, the 2007 MVP in the American League. A-Rod just opted out of a huge contract with the New York Yankees in the pursuit of an even larger contract on the open market. A-Rod's agent prepared a thick portfolio of statistics about Alex. Starting with the batting stats: games played, at bats, runs, hits, doubles, triples, home runs, runs batted in, stolen bases, caught stealing, base on balls, batting average, on base percentage, slugging percentage, total bases, sacrifice hits, sacrifice fly's, and hits by pitch. Then there are the fielding stats: assists, double plays, errors, fielding percentage, innings, passed balls, putout, range factor, total chances and triple plays. Those are the standard measurements of all professional baseball players.

What makes Alex Rodriguez's situation even more interesting is that his agent, Scott Boras, introduced some additional statistics: baseball jerseys sold, attendance at the ball park, and increase in value for media properties. In fact his agent, Scott Boras refers to this new measurement as: IPN [Iconic Performance Network.]

Quoting my father, "until you measure your actions, you are nothing but an amateur." Professionals have and always will measure every aspect of what they do. As in baseball, the difference between the Majors and the Minors is all in performance. Amateurs do not measure anything.

Returning to the question of sales metrics, I asked the group, how do you measure yourself? How do you determine what impact you have for your employer? Do you have 5, 10 or (like A-Rod) 32 measurements of performance? If not, why?

Sales metrics can start with a basic set of measurements, and over time, be refined to a larger more specific set of statistics. The four basic measurements, for sales, are:

1. Lead Rate
2. Conversion Rate
3. Flow Rate
4. Funnel Value

Lead Rate is the measurement of lead generation. How many leads are generated and from what source? Was it from advertising, client presentations, cold calling, telephone marketing, or from the web? How many inquiries are made for each type of campaign? How many leads are being generated and how are they managed?

Conversion Rate is the measurement of leads to orders. What percentage of leads are converted into sales? Is there a difference between the leads, their source and their conversion rate? How many visits, phone calls, presentations, or advertisements will it take to get the order?

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Flow Rate is the time it takes an order to be delivered and thus make money. Just because you took the order, it does not directly translate into delivery of the product. How is the deal managed internally? What does it take to create, deliver or prepare the product? Can that time-frame be shortened? How can the process be improved? Is any part of this process measured?

Funnel Value is the measurement of the longer term client value. It is easier to sell to an existing client than it is to find a new client. Determining what the Life-Time-Value [LTV] of each client is will assist in the revenue projections for the salesperson and the company. Do you measure the recency, frequency or monetary value [RFM] of your clients? Can you increase that frequency? Can you increase the amount that is purchased?

These four basic group measurements can turn any sales organization into a professional organization. It will give a direct and reportable value to the type of sales, the value of each sales person and the direction of the organization.

"You cannot manage it until you measure it." - Peter Drucker.

About the Author

Bryant Nielson, Managing Director and National Sales Trainer, assists executives, business owners, and top performing sales executives in taking the leap from the ordinary to extraordinary. Bryant is a trainer, business & leadership coach, and strategic planner for sales organizations. Bryant's 27 year business career has been based on his results-oriented style of empowering. Subscribe to his monthly ezine, Lengthen Your Stride!TM, and learn the legendary secrets of top business achievers at: www.BryantNielson.com

Article Source: http://EzineArticles.com/?expert=Bryant_Nielson

Prospect Profile - IPO Spotlight

ChemoCentryx Inc.

ChemoCentryx is a biopharmaceutical company that develops oral small molecule therapeutics that target chemokine receptors and related chemo-attractant receptors to treat autoimmune and inflammatory diseases and cancer. R&D expenditures in 2006 were over \$21.9 million.

Corporate Highlights

- 1997: ChemoCentryx, Inc. founded.
- 68 total employees (54 R&D, 14 General & Administration)
- Facilities include: Corporate Headquarters, Mountain View, CA: 35,750 sq. ft.

Manufacturing Status

- ChemoCentryx has limited internal manufacturing capabilities and depends on third party manufacturing for the clinical and commercial supply of drug candidates, compounds, and preclinical and clinical trials materials.
- The company has capabilities to synthesize only limited quantities of its lead product candidates.

Business Relationships

- 2007: Entered a research and development collaboration with Siena Biotech for SIRT1 inhibitors, giving Elixir the rights to the compounds developed.

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- 2006: Entered an agreement with GlaxoSmithKline (GSK) to develop and discover small molecule antagonists targeting four defined chemokine and chemo-attractant receptor targets.
 - ChemoCentryx is responsible for the development through proof-of-concept for each drug candidate in the collaboration, at which point GSK will have the exclusive option to license the products.
 - ChemoCentryx received an upfront payment of \$63.5 million with the potential to receive \$1.5 billion for six possible products in the collaboration.

IPO Filing

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the November 25th, 2007 issue of the **PharmSource Lead Sheet**).
- As of November 2007, the number of common shares offered and the price range for the offering had yet to be determined.

Use of proceeds

- Clinical development and R&D for all product candidates.
- Working capital, capital expenditures, and other general corporate purposes.

Sourcing Opportunities

- Contract/clinical research organizations for drug trials.
- Manufacturers for preclinical and clinical product candidates.
- Third party suppliers of clinical trial materials for product candidates.
- Commercial manufacturing capabilities.

Pipeline

Product Candidate	Indication	Status	Next Anticipated Step
Traficet-EN (CCR9)	Gastrointestinal diseases; Crohn's disease; Ulcerative colitis	Phase II/III trial ongoing	Phase II/III trial completion in Q3 of 2008
CCR2 (CCX140)	Vascular restenosis, Multiple sclerosis; Inflammatory disease	Phase I	Initiation of Phase I trial planned for H2 of 2008
CXCR4	Oncology	Preclinical	—
CXCR7	Oncology	Preclinical	Lead-optimization ongoing
C5aR	Age-related macular degeneration; Rheumatoid arthritis; Lupus	Preclinical	Lead-optimization ongoing
CCR1 (CCX354)	Rheumatoid arthritis	Preclinical	Phase I trial planned for 2008
Hits-to-Lead	Inflammatory & Viral diseases	Discovery	Hits-to-Leads

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Finances

(\$ in thousands)	2004	2005	2006
Total Revenues	6,652	12,219	8,108
R&D Expenses	14,437	24,912	21,946
General & Administrative Expenses	3,431	5,241	5,300
Total Operating Expenses	17,868	30,153	27,246
Capital Expenditures	1,127	803	676

Contact Info

ChemoCentryx, Inc.

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Mountain View, CA 94043
Tel.: (650) 210-2900
Fax: (650) 210-2910

www.chemocentryx.com

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Petrus Bekker, MD, VP, Clinical & Medical Affairs
Susan M. Kanaya, CFO, SVP, Finance
Juan C. Jaen, PhD, SVP, Drug Discovery
Maureen Howard, PhD, VP, Research

User Tips

Get the Most Out of Your Resources

Does your sales team have a regular weekly procedure for handling new leads? This is a critical step to getting the most out of your lead-generation program. Be sure to use the weekly Thursday e-delivery of the **PharmSource Lead Sheet (PLS)** as your trigger to kick off a weekly recurring activity cycle.

Here's one way to do it:

- **PLS** arrives weekly on Thursday.
- By Friday, review the **PLS** and add relevant leads to your master direct mail list for future direct marketing. Corporate- and Premier-level subscribers should use the *Export/Download* feature to put leads into spreadsheet format for mail-merge and/or importing leads into your contact management program.
- By Friday, send personalized letters and brochures via postal mail to relevant leads – build your brand! If budget allows, send mail to more than one person per company; this can help generate internal interest and increase the likelihood of your mail reaching the right decision-maker.
- Within 3-4 business days, start making follow-up phone calls. Use your CRM or internal system to help track and manage your sales history/status.
- Make this cycle an integral part of your weekly activity.
- If you subscribe at the Corporate- or Premier-level, establish a schedule of regular use of the *Full Database Search* feature. This is a great resource for marketing and research.

Contact PharmSource at 703-383-4903 any time we might be of assistance. We want to make sure you're getting the most out of the **PharmSource Lead Sheet**.

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PharmSource Lead Sheet Special Offer

The **PharmSource Lead Sheet (PLS)** is the weekly web-based information service that identifies fresh business opportunities for companies serving pharma and biotech. Respected, endorsed and depended on by the top companies, the **PLS** informs you of new product and financing opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and keeps your lead funnel full.

If you're not yet a subscriber to the **PharmSource Lead Sheet**, we invite you to take a **complimentary test-drive** to see for yourself how this service can be a vital tool for growing your market share.

**Subscribe by December 31, 2007 and
Get 13 months for the price of 12!**

Here are just a few things the **PharmSource Lead Sheet** can do for you:

- **Save money:** The **PLS** costs less than exhibiting at a single trade show, and far less than an internal prospecting staff.
- **On-going source of fresh leads and current market information:** The **PLS** alerts your sales staff of fresh leads every week, and keeps you on top of pipeline trends for products and Bio/Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* feature can be used to create targeted lists of pharma companies for marketing campaigns or to contact for site visits.

The annual subscription renewal rate for the **PLS** is over 90%. This extraordinary rate demonstrates extremely strong customer satisfaction and loyalty, and speaks volumes to the value of the **PLS** as a resource that produces results.

To schedule your free test-drive, call Judy Miller at **703-383-4903, ext. 103 (ET)**, or click [here](#) to submit a quick online request.

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