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**Welcome to the February 2008 Issue!**

The **PharmSource *PERISCOPE*** provides valuable insight into sales issues and trends for companies that sell goods or services to bio/pharma. It helps you recognize new business opportunities, and overcome sales obstacles. Enjoy the February issue.

*The PharmSource Team*

**Pharma Sales: Lead Activity Report**

**PharmSource Lead Sheet: January Opportunities**

**204** overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in January.

Lead Type	Jan-08	2008 Y-T-D
Non-US Leads	69	69
Early development candidates	49	49
Late development candidates	58	58
Large molecule candidates	29	29
Small molecule candidates	81	81
Newly-funded companies	52	52
New sourcing executives	17	17
Parenteral dosage form candidates	36	36
Oral candidates	49	49
<b>Total Leads*</b>	<b>204</b>	<b>204</b>

\* 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 to keep attuned to market activity and trends, and as a key resource for targeted marketing.

FOR WEEK OF:  
**01-27-2008**

- Products in Development ●
- Product Acquisitions ●
- Corporate Finance ●
- Other Sponsor Events ●
- Key Appointments ●

**Downloads**

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**Comments/Questions?**

**Full Database Search**

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### Products in Development

Phase I	
<b>Company:</b>	<a href="#">Acceleron Pharma</a>
<b>HQ Location:</b>	Cambridge, MA
<b>Product:</b>	ACE-011
<b>Dosage Form:</b>	Parenteral
<b>Nature of API:</b>	Biologic - Protein
<b>Therapeutic Area:</b>	Bone metabolism
<b>Comment:</b>	Acceleron initiates a multiple ascending dose study of ACE-011 for the treatment of bone loss in patients with multiple myeloma. The compound exhibits the ability to increase bone density and serves as a potential treatment option for bone loss diseases, particularly osteoporosis.
<b>Research Contact:</b>	<a href="#">Jasbir Seehra, PhD</a>
<b>Clinical Research Contact:</b>	<a href="#">Matthew L. Sherman, MD</a>
<a href="#">Print Lead</a> <a href="#">Email Lead</a>	

### Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
<b>Company:</b>	<a href="#">Quark Pharmaceuticals, Inc.</a>
<b>HQ Location:</b>	Multiple
<b>Financing Type:</b>	Venture capital investment
<b>Amount Raised:</b>	\$30.00 million
<b>Description:</b>	Quark plans to raise \$30 million in a Series H round of financing. The funding will be used to advance drug candidates for acute renal failure and hearing loss into Phase II clinical trials this year.
<b>Strategy:</b>	Quark is a pharmaceutical company using proprietary technology to identify, analyze and target sets of genes involved in a variety of serious diseases.
<b>Research Contact:</b>	<a href="#">Elena Feinstein, PhD</a>
<b>Research Contact:</b>	<a href="#">Shai Erlich, PhD</a>
<a href="#">Print Lead</a> <a href="#">Email Lead</a>	

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Sales Article

## Beyond Value: How To Become Invaluable To Your Clients

*By Jill Konrath*

As sellers, we're continually told to sell value and to let our prospects know about all of our value-added services. After all, that's how we're going to win sales. Right?

Not necessarily. Value is relative. It's in the eye of the beholder. So much depends on how the decision makers you're dealing with perceive "value." And even then, selling "value" may be totally ineffective – or not enough to make the difference.

To be successful in today's business environment, you may need to be invaluable to your clients.

Basically, clients can be segmented into three different types based on their perceptions of value and what you can do to increase your sales effectiveness when working with them.

### Commodity Buyers

These buyers know exactly what they want and how to use it. They don't need sellers to explain the details. Commodity buyers typically value:

- Low costs. They don't want to pay any more than necessary. To be successful with these buyers, companies need to find the least expensive way to deliver these services.
- No hassles. Make it simple, simple, simple to do business with your company. Make information easily downloadable, give them an 800-number or send quick quotes and they're happy.

We're all commodity buyers at times. When I needed a new ebook layout, I shopped for graphic designers on Elance.com – a website that matches professionals around the world with price-sensitive shoppers. Perhaps you've downloaded legal forms online and customized them yourself.

When buyers' primary criteria are good pricing and fast service, there's little you can do to create value or build a relationship.

### Strategic Partner Buyers

These people are looking far beyond the scope of your services. They want a strategic partnership. They're looking at how to best leverage their organization's core competencies in combination with another company's core competencies. These buyers value:

- Intimate relationships between multiple levels within both organizations. They know they'll be working with a full team in your firm and want to ensure it works everywhere.
- Mutual investments in joint projects. That's right. They may ask you to have some "skin in the game," either by making a financial investment or working on spec.
- Merging of systems to accomplish more than either organization could do alone.

Working with strategic partner buyers requires a major corporate commitment and is far beyond the scope of any one seller. If your company isn't capable or willing to do this, these buyers aren't interested in working with you.

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By yourself, you can't create the value they need. But if your company chooses to do this, you and your firm will become absolutely invaluable.

### **"I Need To Make A Sound Decision" Buyer**

These buyers are either spending a lot of money on a decision or they don't know everything there is to know about what they're buying. Typically their decision process is complex, involves multiple people and takes place over an extended period of time.

If corporate decision makers are seriously considering your service, they assume it meets their basic requirements and that your organization is reputable. Having a decent offering gets you in the game, but does not typically provide enough value to win the business.

In fact, with these buyers, the seller creates the value by what they personally bring to the relationship. These buyers value sellers who:

- Help them understand their problems in greater depth.
- Add additional insights into the challenges they face.
- Share relevant information regarding "best practices."
- Develop unique, innovative approaches to resolving their business issues.
- Keep them up-to-date on trends in the industry and how others are addressing them.
- Help them find ways around the obstacles they're encountering.
- Propose new ways to do more with the same investment.

### **Becoming An Invaluable Resource**

What makes a seller invaluable? The ability to contribute so much more with each and every client interaction – so much so that they can't imagine doing business without you.

Let me give you an example. Say your company handles direct mailing programs, a fairly non-differentiated service offering.

Here are some ways that you, as the seller, could become invaluable to your clients. You could:

- Share ideas about other company's direct mail programs – what works, what doesn't.
- Help them find ways to increase the results of their existing direct mail programs.
- Show them how to reduce the overall costs of the program while maintaining its effectiveness and integrity.
- Let them know what their competitors are doing.
- Develop ways to increase the quality of their database.

If you keep thinking, you can come up with even more ways to become invaluable such as:

- Working collaboratively with related vendors (i.e. agencies, telemarketing firms, etc.), to smooth out the hand-offs.
- Helping them establish important new criteria for their vendor selection process.
- Proposing ideas for new programs to help them achieve their desired marketing results.
- Acting as an advocate within your own organization on issues impacting the client.
- Suggesting ways to improve the work flow between all companies and internal departments working on the project.

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To become invaluable, you must bring more to the relationship than just your standard service. What you want to create is a situation where corporate decision makers can't live without your ideas, insights, and knowledge.

Becoming invaluable doesn't just "happen." You need to invest in yourself. Learn more about your client's business. Figure out how to help them improve it. Be an idea generator. Become an expert in your field. It takes a real commitment on your part.

Only the best make that commitment. But it truly sets them apart from everyone else and literally makes them invaluable.

#### About the Author

*Jill Konrath, author of Selling to Big Companies, is an internationally recognized sales strategist. As a frequent speaker at national sales meetings, she helps salespeople crack into corporate accounts, speed up their sales cycle and win more contracts. Jill also publishes an industry-leading newsletter, hosts a widely read blog and has written hundreds of articles on sales success. For more articles like this, visit [www.SellingtoBigCompanies.com](http://www.SellingtoBigCompanies.com). Subscribe to the newsletter & get a BONUS Sales Call Planning Guide (\$19.95 value).*

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## Prospect Profile - IPO Spotlight

### Omeros Corporation

**Omeros Corporation** is a biopharmaceutical company that develops therapeutics to treat inflammatory and central nervous system disorders. The company uses its proprietary PharmacoSurgery™ platform to develop products that are delivered in low-dose formulations directly to the surgical sites in order to minimize problems caused by surgical trauma. R&D expenditures in 2007 were over \$11.1 million.

#### Corporate Highlights

- 1994: Omeros incorporated in Washington state.
- 62 total employees (R&D: 50; Finance, Legal, & Administration: 12).
- Facilities include: Corporate Headquarters, Seattle, WA: 13,200 sq. ft. R&D facility, Seattle, WA: 24,600 sq. ft.

#### Manufacturing Status

- Omeros lacks internal manufacturing capabilities, and depends on third party manufacturing for the commercial production of drug candidates, compounds, and preclinical and clinical trials materials.

#### Business Relationships

- 2006: Entered a funding agreement with The Stanley Medical Research Institute (SMRI) to develop a product candidate to treat schizophrenia.
  - Omeros may receive grant funding up to \$9 million upon reaching research milestones.
  - Omeros will hold the license to the product, but may owe SMRI royalties based on commercialization.

#### IPO Filing

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the January 27, 2008 issue of the *PharmSource Lead Sheet*).
- As of February 2008, the number of common shares offered, and the price range for the offering, had yet to be determined.

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**Use of proceeds**

- Complete Phase III trials of OMS103HP followed by NDA filing, commercialization, and product launch.
- Fund the clinical development of OMS302 and OMS201, as well as pre-clinical pipeline development.
- Working capital, capital expenditures, other general corporate purposes, and potential acquisitions of products or technologies.

**Sourcing Opportunities**

- Contract/clinical research organizations for drug trials and drug discovery.
- Manufacturers for preclinical and clinical products.
- Third party suppliers of clinical trial materials.
- Commercial manufacturing capabilities.
- Sales/marketing/distribution capabilities.

**Pipeline**

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
OMS103HP	Inflammation (Arthroscopy & ACL reconstruction)	Parenteral	Phase III trials	Complete PIII trials in H2 2008
OMS302	Inflammation, Ophthalmic	Liquid	IND preparation	Initiate PI/PII trial in H1 of 2008
OMS201	Inflammation, Urology	—	Phase I trial	Complete PI trial in H1 of 2008
MASP-2 Program	Inflammation, AMD, Rheumatoid Arthritis, I/R Injury	—	Discovery/Lead Optimization	Select product candidate 2008
Chondroprotective Program	Inflammation, Cartilage Disorders	—	Discovery/Lead Optimization	Select product candidate
PDE10 Program	CNS, Schizophrenia	—	Discovery/Lead Optimization	Select product candidate
GPCR Program	Multiple CNS Disorders	—	Discovery/Lead Optimization	Select product candidate

**Finances**

(In thousands)	2005	2006	As of 9/30/2007
Grant Revenues	—	200	650
R&D Expenses	5,803	9,637	11,173
General & Administrative Expenses	1,904	3,625	8,619
Total Operating Expenses	7,707	24,153	19,792
Capital Expenditures	418	577	860

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## Contact Info

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### Key Officers

Gregory Demopoulos, MD, President, CEO, CMO

Marcia Kelbon, VP, Patent, General Counsel, Secretary

Richard Klein, CFO, Treasurer

George Gaitanaris, MD, PhD, VP, Science

Wayne Gombotz, PhD, VP, Pharmaceutical Operations

J. Greg Perkins, PhD, VP, Regulatory Affairs

Paul Strauss, MD, VP, Clinical Development

Clark Tedford, PhD, VP, Research

## User Tips

### New Features Added to the *PharmSource Lead Sheet*

#### “Venture Capital Sources” Added to Qualifying Information

You can now view a list of venture capital companies that have provided funding to companies. When available, this information is located in the “Qualifying Information” section that pops up when you click on a company name.

#### “Date” Column Added to Spreadsheet Downloads

Users of the *Full Database Search* function of the *PharmSource Lead Sheet* will see a newly added column that shows the date of each lead. This is extremely useful in helping you hone in on the most recently updated contacts at a company.

Each week, we verify up to 4 contacts per company for each new lead. These verified names/titles are shown on the front of each lead. When you download a *Full Database Search*, the date column will instantly show which contacts at each company have most recently been verified. Using this information to selectively reach the most current names will make it faster and easier for you to target and reach the right person.

The Excel CSV file format of downloads lets you sort lead data any way you want: by company, dosage form, API, therapeutic area, development phase, location, etc. You also can use this format to create personalized mail-merge letters. Perhaps most important of all, you can quickly and easily import lead data from the spreadsheet into CRM/contact management software.

Contact PharmSource at **703-383-4903** any time you have questions about how to get 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 February 29, 2008 and  
Get a 10% discount!**

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 product activity 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.

\* This offer is for new subscribers only at the Corporate- or Premier-level.

To schedule your **free test-drive**, call Judy Miller at 703-383-4903, ext. 103 (ET).

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