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Welcome to the January 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 January issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: December Opportunities

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

Lead Type	Dec-07	2007 Y-T-D
Non-US Leads	71	808
Early development candidates	43	456
Late development candidates	54	656
Large molecule candidates	26	355
Small molecule candidates	79	880
Newly-funded companies	53	626
New sourcing executives	12	283
Parenteral dosage form candidates	37	468
Oral candidates	48	495
Total Leads*	206	2,584

* 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:
12-30-2007

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

Downloads

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Comments/Questions?

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Products in Development

Phase II	
Company:	Allos Therapeutics Inc.
HQ Location:	Westminster, CO
Product:	PDX
Dosage Form:	Parenteral
Nature of API:	Chemical - Cytotoxic
Therapeutic Area:	Oncology - Chemotherapy
Comment:	Allos continues a Phase II trial for PDX in patients with relapsed or refractory peripheral T-cell lymphoma. The compound, an antifolate DHRF inhibitor, received fast track and orphan drug designation for the treatment of T-cell lymphoma. The drug is also in studies with Gemcitabine in patients with non-Hodgkin's lymphoma or Hodgkin's disease.
Manufacturing and Packaging Contact:	Douglas G. Johnson
Clinical Research Contact:	Pablo Cagnoni, MD
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	Dyax Corporation
HQ Location:	Cambridge, MA
Financing Type:	Secondary public offering
Amount Raised:	\$100.00 million
Description:	Dyax files a universal registration statement that will allow the company to offer and sell up to an aggregate of \$100 million of its common stock, debt securities and other types of securities.
Strategy:	Dyax develops antibody, small protein and peptide therapeutics, focusing in the areas of inflammation and oncology.
Preclinical contact:	Clive R. Wood, PhD
Research contact:	William Pullman, MD, PhD
Print Lead Email Lead	

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Sales Article

*Editor's Note: Building brand recognition is an activity that should permanently be on the "To Do" list. In this sales article, author Robert Croston talks about committing to the brand-building process. The **PharmSource Lead Sheet (PLS)** is a key to effective brand-building because it helps you identify and target the most likely prospects – those with specific needs that your company can meet. This article talks about how to empower your sales process and leverage it to build your brand – and your sales.*

Tips for Building Your Brand Through Lead Generation

By Robert Croston

You have a need for legal services; or it may be accounting, consulting, or tech services; it really doesn't matter. You compile a list of likely suspects, but they all look alike. All seem competent and professional, but nothing distinguishes one firm from another.

There is however, this one firm you recognize. You know what they do and the value they can offer from the material they have been sending over the last year. They have developed a favorable impression by communicating a distinct and integrated message through a series of marketing pieces targeted directly at you and the likely needs of your firm.

This communications effort has created awareness, recognition, and distinction; in other words, a brand.

If your firm has a strong brand, your messages and offers are more readily accepted, your selling becomes easier, and your sales process runs smoother. While talent, training, discipline, and such do matter, brand recognition greases the skids and makes for a better and more effective sales process.

Better Known Companies Report Sales Excellence

In the recently released [What's Working In Professional Lead Generation](#), from RainToday, only 30% of 700 companies surveyed claim to be "very well-known" in their market. Of these very well known companies, 65% report being "good" or "excellent" at lead generation, whereas only 44% of the lesser known companies report being "good" or "excellent."

While we may not know which is the chicken and which is the egg, it's clear that being very well-known in your market goes hand-in-hand with waging highly effective sales and lead generation efforts.

So it seems that The Three "R's" – Reach, Recognition, and Reputation – really do matter when it comes to sales and lead generation. Simply put, if you are well known, chances are that whatever lead generation tactics you employ will work better.

Why is this? Here are four of the top reasons:

- **Increased confidence:** On a cold sales call there is no substitute when a prospect says they know who you are and what your firm does. This "warms" a prospect to the point where you can actually have a conversation, increasing your comfort level and inspiring confidence in your approach, no matter your actual sales abilities.
- **Messages accepted:** A strong brand gives your message and value proposition a fighting chance. In fact, you will hear a higher percentage of "Yes, I would be interested in meeting," from prospects. Downloads on your web site will also be more robust; and those letters, white papers, and other offers will be read and recalled more readily.

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- **Speaking "in one voice":** If you are clear on the firm's brand position, you can deliver a clear and integrated message on each sales call; a message that also integrates with your website, corporate brochure, and company newsletter. This ability to speak "in one voice" provides a consistent and comprehensive position that, when applied over many layers of communication, creates an impression that influences a prospect.
- **Higher level of trust:** In professional services, brand *is* reputation, and if consistently presented in an integrated fashion, this reputation can be leveraged into the very beginnings of a trusted relationship

Committing To the Brand Process

Brand does make a difference, but it cannot be built overnight. It is an investment that takes discipline, planning, and of course faithful execution. You can't just wave a magic wand and see your brand appear. Instead, you must start with an introspective internal analysis, then discussions with clients, and lastly conversations with prospects.

Find what truly resonates and what messages can be leveraged for success in the sales process. Many companies overlook a number of intrinsic elements that lie underneath the surface, including:

- **Targeting:** It takes time to get tangible results from articulating a distinctive position, and developing the awareness around that position. You can shorten that curve, however, by targeting only the prospects that matter. Identify the specific targets that are likely prospects, and use a variety of direct marketing tools and tactics to influence them and only them. By avoiding mass marketing techniques, you influence fewer businesses, but you influence those that matter faster.
- **Consistency:** Consistency and integration are the lynchpins of a successful positioning effort. Awareness happens only when all of your communications consistently deliver the same theme. Because of the mounds of meaningless paper sent on any given day to your target, it's hard to cut through the clutter and capture that little bit of mindshare necessary to move the sales process forward. But if you craft a well thought-out and valuable piece, and repeat this effort continually, your message will slowly be accepted, and your firm will be seen as a valuable resource.
- **Sustainability:** Your presence in the marketplace must continue to create that critical mass to have an impact. The minute you decide to cut back, that's when your firm is forgotten and a competitor takes your place in the brand pecking order. Because sales cycles are long in professional services, a number of campaigns are necessary to move a prospect to the point where, at that elusive time of need, they don't only contact you but prefer to do business with you.

Use Your Sales Efforts to Build Your Brand

Sales materials and brand development need not be mutually exclusive. In fact, the savvy marketers will build their brand with lead generation materials: simple touches that demonstrate their company's value.

By employing value in your marketing and selling, sustained over a long period of time, you build awareness for your firm's services while generating leads. This also is a far more effective way of demonstrating your services than simply telling someone what you do and how that could benefit them.

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The value process is revolves around offers. A best practice study, white paper, or success stories all are great ways of providing value while educating the prospect on your abilities and the marketplace issues that are most important to them. Communications like this prove and demonstrate you can do exactly what you are saying you can do. And if done consistently, in an integrated way, these communications build a brand based on value.

Give some thought to that next sales letter, or your next sales call. Before you put pen to paper, or cross a prospect's threshold, ask yourself these five questions to put you on the road to developing a brand that can make a difference when it comes to selling:

1. What image or position do you want to project, and does it fit with the character, essence, and mission of your firm?
2. What messages, information, and offers are important to the marketplace, and will resonate and be accepted by the prospect?
3. Have you integrated your selected image and important messages throughout your letters, sales materials, and presentations?
4. How are you going to demonstrate value in these integrated messages?
5. How are you going to nurture this prospect with continued value?

About the Author

Robert Croston is a Senior Consultant at the [Wellesley Hills Group](http://www.wellesleyhills.com), a consulting and marketing services firm that helps service companies to grow. Robert can be reached at rcroston@whillsgroup.com.

Enjoy five quality articles like this every week on Raintoday.com, your online source for insight, advice, and tools for growing your service business.

Prospect Profile - IPO Spotlight

Aegerion Pharmaceuticals, Inc.

Aegerion Pharmaceuticals is a biopharmaceutical company that develops small molecule therapeutics to treat cardiovascular and metabolic diseases, particularly hyperlipidemia. The company is developing products at higher dosage levels to aid those individuals with rare and serious diseases such as genetic disorders. R&D expenditures in 2007 were over \$10.6 million.

Corporate Highlights

- 2005: Aegerion Pharmaceuticals founded.
- 14 total employees (all employees engaged in administration, finance, clinical, regulatory and business development).
- Facilities include: Corporate Headquarters, Bridgewater, NJ: 7,201 sq. ft.

Manufacturing Status

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

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Business Relationships

- 2006: Entered a license agreement with Bayer for the exclusive rights to AEGR 427.
 - Aegerion paid Bayer \$750,000 in an upfront payment and will be responsible for up to \$4.5 million in milestone payments upon successful completion of projected milestones.

IPO Filing

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the January 6th, 2008 issue of the *PharmSource Lead Sheet*).
- As of January 10th, 2008, 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 additional trials for AEGR 733 and AEGR 427.
- Working capital, capital expenditures, and other general corporate purposes.

Sourcing Opportunities

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

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
AEGR 733	Primary Hypercholesterolemia, Severe Hypertriglyceridemia	Oral	Phase II ongoing	—
AEGR 733	HoFH/Severe Refractory Patients	Oral	Phase III ongoing	—
AEGR 427 Implitapide	Primary Hypercholesterolemia	Oral	Phase II ongoing	Additional drug safety trials in 2008

Finances

(Actual values)	2005	2006	As of 9/30, 2007
Total Revenues	—	—	—
R&D Expenses	141,250	3,801,924	10,667,671
General & Administrative Expenses	1,047,193	3,237,577	4,621,795
Total Operating Expenses	1,118,443	7,039,501	15,289,466
Capital Expenditures	2,610	29,326	54,298

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Bridgewater, NJ 08807

Tel.: (908) 707-2100

Fax: (908) 541-1155

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Key Officers

Gerald Wisler, President, CEO

William Lewis, CFO, SVP, Finance & Administration

William Sasiela, PhD, CMO, SVP, Clinical

Thomas Burger, VP, Business Development

Christine Pellizzari, VP, General Counsel, & Secretary

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 January 21, 2008 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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