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**Welcome to the June 2007 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 June issue.

*The PharmSource Team*

**Pharma Sales: Lead Activity Report**  
**PharmSource Lead Sheet: May Opportunities**

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

Lead Type	May-07	2007 Y-T-D
Non-US Leads	57	385
Early development candidates	35	165
Late development candidates	55	227
Large molecule candidates	31	145
Small molecule candidates	62	333
Newly-funded companies	50	263
New sourcing executives	32	139
Parenteral dosage form candidates	43	181
Oral candidates	30	182
<b>Total Leads*</b>	<b>204</b>	<b>1,077</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.

**PharmSource Lead Sampler**

The *PharmSource Lead Sheet (PLS)* is a weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It includes new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers 40-60 fresh leads each week. Below are two actual leads from a recent issue.

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:  
**06-03-2007**

Products in Development ●

Product Acquisitions ●

Corporate Finance ●

Other Sponsor Events ●

Key Appointments ●

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## Products in Development

### Phase I

**Company:** [Millennium Pharmaceuticals, Inc.](#)  
**HQ Location:** Cambridge, MA  
**Product:** MLN8054  
**Dosage Form:** Oral solid  
**Nature of API:** Chemical – Normal potency  
**Therapeutic Area:** Oncology – Other  
**Comment:** Millennium reports positive results for a Phase I trial of MLN8054, an Aurora A kinase inhibitor, to treat human cancers. Aurora kinases are needed by cells to divide and are over-expressed in numerous cancers. Preclinical studies demonstrated that MLN8054 has activity across a range of tumors.

**Research contact:** [Joseph Bolen, PhD](#)  
**Clinical research contact:** [Nancy Simonian, MD](#)  
**Clinical research contact:** [Christophe Bianchi, MD](#)  
**Clinical research contact:** [Peter F. Smith, PhD](#)

[Print Lead](#) [Email Lead](#)

## Corporate Finance, Alliances, and Acquisitions

### Corporate Finance

**Company:** [Dendreon Corporation](#)  
**HQ Location:** Seattle, WA  
**Financing Type:** Private Debt placement  
**Amount Raised:** \$75.00 million  
**Description:** Dendreon reports an offer of \$75 million in convertible senior notes. Proceeds will be used for the commercialization of the anticancer drug, Provenge, as well as for clinical trials for other product candidates.  
**Strategy:** Dendreon develops targeted therapies for cancer.  
**Research contact:** [David L. Urdal, PhD](#)  
**Corporate:** [Mary Y. Coon](#)

[Print Lead](#) [Email Lead](#)

# Do you know qualified business leads when you see them?

*Qualified lead generation depends on marketing, sales and top management jointly defining a "qualified lead" using lead scoring.*

*By M. H. "Mac" McIntosh, CBC*

You may think you know what qualified sales leads are, but if you asked your salespeople and corporate executives, would they have the same definition? Probably not.

If qualified lead generation in a business-to-business marketing-for-leads program is to succeed, marketing, sales and corporate management need to share a unified definition of qualified sales leads. If you all agree from the start on what a qualified lead is, the marketing team stands a better chance of generating leads that will be valuable to the salespeople.

It's important to confirm the qualified-leads definition, in writing, with all parties. This definition is different for each company, so you must do some work to define the meaning of qualified sales leads at your company.

### Characteristics of a qualified sales lead

General questions that need to be answered in order to determine that a lead is qualified include the following:

- Does the prospect have a need or an application for your product or service?
- What is the prospect's role in the decision-making process?
- What is the prospect's timing for purchase or implementation?
- What is the status of the prospect's budget?
- What is the size of the opportunity?

However, additional or more detailed criteria may be needed to define qualified leads at some companies. This starts with a company contact who admits to a business problem, either latently or directly, that could be solved by a product and/or service you are selling. Here are a couple of examples of problems/solutions to use in qualified lead generation.

**Problem:** The Company's current disparate computer systems require employees to perform redundant data entry, which wastes their time and reduces efficiency.

**Solution:** Your software product would enable single data entry.

**Problem:** The Company's managers suspect it is paying too much for unused software licenses, but they don't know for sure.

**Solution:** Your license management software tracks all software on a network so companies can determine what software is licensed and being used or not

In addition to having a business problem that your company's products or services can solve, truly qualified leads must meet other conditions:

- They must have an established project in play. This is apparent if a task force has already been appointed to solve the problem or, for a small company, if the inquirer's boss asked him or her to find a solution or make a recommendation.
- They already have or believe they can find the money to buy a solution to the problem. Or they are in the process of developing a budget.
- They plan to purchase within a reasonable amount of time.
- They have the power to get you in front of the appropriate final decision maker(s) when the time is right.

### **Create a sales lead glossary**

In addition to defining a qualified lead, consider creating a glossary of standard terms defining what your company considers to be a "suspect," a "prospect," an "inquiry," a "response," a "qualified sales lead," a "qualified suspect," a "qualified prospect" and so forth.

Again, sales, marketing and management need to agree on the definition of each term, as this will help you avoid confusion later during qualified lead generation.

### **Use a lead scoring approach**

As you develop your lead qualification criteria, keep in mind that lead scoring can be an effective method of determining which leads are qualified and ready for sales follow up.

To score a lead, assign points based on how well the prospect meets each of your lead-qualification criteria. Consider the following example:

Funding, ready to go	5 points
Budget in formulation	3 points
No budget for project	0 points
Is the decision maker	5 points
Is the recommender	3 points
Is an influencer	1 points
Has a clear need for product	5 points
Plans to buy within six months	5 points
Plans to buy in one year or later	1 point
Plans to buy \$50,000 of product	5 points
Plans to buy less than \$100 of product	0 points

To score the lead, add up all the points. Then, for example, those with 20 or more points are determined to be qualified sales leads; you should send them to your sales force.

### **Teamwork drives sales opportunities**

Meet with your peers in marketing, your company's salespeople and your senior managers to learn about their definition of qualified sales leads. Use the lead-qualification criteria and scoring examples mentioned earlier in this article as discussion starters. Distill what you learn into a draft definition and run it by all the participants for further discussion and approval. If there is still disagreement, let your company's senior sales management make the final decision.

With marketing, sales and management all speaking the same language vis-à-vis qualified sales leads, everyone can pull together to target and nurture the most promising leads. And boost sales and revenue as the result.

**About the author:**

*M. H. "Mac" McIntosh is a leading B2B sales and marketing consultant and speaker. Mac helps companies generate qualified leads that drive sales, and specializes in [healthcare, pharmaceutical and industrial B2B marketing](#). For more ideas on what's working now, find articles and tools at [Sales-Lead-Experts.com](#).*

## Prospect Profile: Eurand

### ***IPO SPOTLIGHT***

**Eurand** is a specialty pharmaceutical company that develops therapeutics based on proprietary drug formulation technologies. **Eurand** has four technology platforms including controlled drug release, enhanced bioavailability, dosage form technology, and drug conjugation, which make up nine novel drug technologies. R&D expenditures in 2006 were over \$21.8 million.

#### **Corporate Highlights**

- 1969: Business founded.
- 1989-1999 Eurand was part of the drug discovery business of American Home Products Corp. (now Wyeth).
- 1999: Eurand formed as independent when CEO acquired the drug discovery business of American Home Products Corp.
- 2000: Acquired all of the assets of Vectorpharma; acquired Pharmatec.
- 2001: Certain assets of Polytech acquired.
- 486 total employees (109 R&D, 69 general & administration, 308 manufacturing & operations).
- Facilities include: Amsterdam, The Netherlands (executive headquarters); Milan, Italy (151,028 sq. ft. general/R&D facility; 60,000 sq. ft. manufacturing facility); Paris, France (22,500 sq. ft. manufacturing facility); Dayton, OH (88,000 sq. ft. US headquarters); Trieste, Italy (research center).

## **Manufacturing Status**

- Eurand has extensive internal manufacturing capabilities in both the United States and Europe.
- Manufacturing for the preclinical and clinical development and commercial supply of product candidates and/or licenses is done in house.
- Manufacturing capabilities include granulation, coacervation, fluid-bed processes, pan coating, blending, tableting and encapsulation.
- Specific contract manufacturing services available.

## **Business Relationships**

- Eurand has an active in-licensing program for technology, products, and compounds and has opportunities to seek partnerships with companies and academic institutions.
- Eurand has several prescription and over-the-counter medicines available for licensing to pharmaceutical companies for further marketing.

## **IPO Filing**

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the May 2, 2007 issue of the *PharmSource Lead Sheet*).
- The company offered 7,000,000 shares of common stock at \$16 per share. Total estimated financing up to \$112 million.

## **Use of Proceeds**

- Anticipate use for general and administrative purposes.
- Develop sales, marketing, and distribution capabilities in the U.S. for lead drug candidate, Zentase.
- Funds will be used to establish working capital.
- Expansion of Dayton, Ohio research facility.

## **Sourcing Opportunities**

- CROs, medical institutions, clinical investigators and contract laboratories for drug trials.
- Sales, marketing and commercial distribution capabilities.
- Co-development partnerships for early stage product candidates.

## Pipeline

Product Candidate	Collaboration Partner	Therapeutic Area	Delivery Method	Status	Next Anticipated Milestone
EUR-1000	Reliant Pharmaceuticals	Hypertension Migraine	--	Phase III	--
Zentase	--	Exocrine Pancreatic insufficiency	--	Phase III	Plans to file NDA in Q2 of 2007
EUR-1025	--	Anti-emetic	Oral	Phase I	--
EUR-1047	McNeil PPC	Anti-allergy	Oral	Pre-launch	--
EUR-1048	GlaxoSmithKline	Undisclosed	Oral	Phase I	--

## Finances

(\$ in thousands)	2004	2005	2006
Total Revenues	109,118	97,041	111,266
R&D Expenses	22,196	19,493	21,876
General & Administrative Expenses	17,266	15,497	19,860
Total Operating Expenses	39,462	34,990	41,736
Capital Expenditures	--	--	2,700

## Contact Info

### Eurand

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Milan

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Fax: +39-02-9574-5012

[www.eurand.com](http://www.eurand.com)

### Key Officers

Gearóid M. Faherty, CEO

Mario P. Crovetto, CFO

John J. Fraher, CCO

Konstantinos Efthymiopoulos, CSO

Manya S. Deehr, CLO, Secretary

Robert M. Lalley, VP of Sales and Marketing

## 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. **For a limited time only we are offering new subscribers a 15% discount when you subscribe within 10 days of your test-drive.**

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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