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Welcome to the November 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 November issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: October Opportunities

216 overall leads for pharma vendors were reported by the **PharmSource Lead Sheet** in October.

Lead Type	Oct-07	2007 Y-T-D
Non-US Leads	61	682
Early development candidates	49	372
Late development candidates	58	541
Large molecule candidates	27	298
Small molecule candidates	86	728
Newly-funded companies	51	520
New sourcing executives	24	255
Parenteral dosage form candidates	45	393
Oral candidates	44	401
Total Leads*	216	2,172

* 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 40-60 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:
10-28-2007

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

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Products in Development

Phase II	
Company:	Celtic Pharma Holdings
HQ Location:	Hamilton, Bermuda, UK
Product:	TA-NIC
Dosage Form:	Parenteral
Nature of API:	Biologic - Protein conjugate
Therapeutic Area:	Addiction
Comment:	Celtic completes patient enrollment in all three arms of a Phase IIb trial of TA-NIC, a vaccine for nicotine addiction. TA-NIC raises anti-nicotine antibodies that bind to nicotine in the bloodstream thus reducing the pleasurable stimulus associated with smoking. Preliminary results are expected in Q2 of 2008.
Corporate:	Stephen Evans-Freke
Corporate:	Kathy Armstrong
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	Optimer Pharmaceuticals, Inc.
HQ Location:	San Diego, CA
Financing Type:	Private equity placement
Amount Raised:	\$35.90 million
Description:	Optimer raises \$35.9 million through a private placement of common stock with institutional investors. Allocation of funds was not disclosed.
Strategy:	Optimer Pharmaceuticals is developing drugs for bacterial infections, cancer, and osteoarthritis.
Research contact:	Pam Sears, PhD
Clinical Research Contact:	Sherwood L. Gorbach, MD
Print Lead Email Lead	

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Sales Article

7 Top Tips for Increasing Your Business Sales for 2008

By Belinda Stinson

For all of us who have our own businesses, or who have a vested interest in building a successful and prosperous business, increasing sales each year is vital for business growth. It is now the time of year when we review what we have achieved and look ahead to what we want to develop and build. With planning and attention we can figure out what needs improving and how to do it. So here are seven tips for 2008:

1. Define your business and sales goals. The only way you are going to get where you need to be is to identify where that is and what it is. Then you need to write it down and communicate it with your management and administration groups and sales team. By committing your goals to writing you are creating a stronger physical focus for yourself. When your team sees the goals written down they take the goals more seriously and believe in your commitment to achieving them. This sets your team onto the same target and improves the success results.

2. Develop a strategic plan. Once your business and sales goals are set you are well on track to having the basics of the strategic plan defined. A strategic plan gives direction for all aspects of it and is especially important for having the marketing and advertising messages being consistent throughout the entire business. This empowers the sales team to increase sale income.

3. Set the strategic goals alongside sales goals and share this with the management and sales teams. The vision of the entrepreneur needs to be made into concrete examples for the managers and sales team to take specific actions against so the strategic goals can be met. This will keep everyone working for the same goals and going in the same direction. It helps individuals in the team make daily decisions against a known set of criteria and goals so they can make the right choices.

4. Give everyone in the business who answers phones sales scripts. I have worked with businesses where someone in administration accidentally gets a customer enquiry and has no idea how to appropriately talk with the customer about the business. With all staff being trained how to talk with customers and direct them to the best person to help them, customers are well cared for and the reputation is enhanced rather than harmed. Sales scripts for the sales team help individuals get over objections and keep a consistent marketing message being communicated.

5. Know where the money is by tracking and measuring daily actions. If you are not measuring results how can you manage results? You know that if you are not measuring the results from marketing and advertising efforts you are flying blind with knowing where to best spend you budget. The same goes for the sales team. Track so you can measure sales, number of sale leads, customer calls, appointments, meetings and contacts like newsletters, cards and emails.

A newsletter going out to key segments of your customer database has a greater sales impact than calling one small customer, so assign weightings to efforts and look to have regular actions from across the spectrum in your weekly reports. The repeated small actions of adding customers to the email newsletter database make the sending of newsletters valuable so make sure you count the small actions as well as the big actions.

6. Look after your customers with a Customer Relationship Management (CRM) system and you will increase sales. A good CRM system will let you know really useful information about individual

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customers as well as reporting on customer segments. It will also empower you to promote a consistent and professional message to your customers with every contact they have with the business so credibility and trust is built. Part of a CRM system is also keeping track of privacy requirements and lets you stay within the law while presenting an ethical business that is valuable to the customer.

Systems are empowering because they make it easier to keep it going in the same direction and promoting a consistent message for both marketing and business values.

7. Review your sales training approach. Has the sales approach been getting you the results that you want? The traditional approach of closing sales is generally aggressive whereas the selling method that wants long term relationships with customers, listens to customer needs carefully so the best solution can be offered and where customers bring business to you can radically increase the profits of the bottom line. Looking at your sales team's approach, methods and tools can let you achieve changes that increase your sales significantly.

With these 7 tips for increasing sales you can set the ground for growth for 2008.

About the Author

Belinda Stinson offers a range of business and marketing articles published online. Find out more about building a prosperous business with Belinda's [free resources](#). Signup today for the free email newsletter to keep you informed about new resources. You can also visit Belinda's online store at <http://CreativelyBelle.com/design>.

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Prospect Profile - IPO Spotlight

Elixir Pharmaceuticals Inc.

Elixir Pharmaceuticals is a biopharmaceutical company that develops therapeutics to treat metabolic diseases, including diabetes and obesity. R&D expenditures in 2006 were over \$16.2 million. Outsourcing areas of interest are highlighted below in the "Sourcing Opportunities" section.

Corporate Highlights

- 1999: Company began operations.
- 33 total employees (24 R&D, 9 General & Administration).
- Facilities: Corporate Headquarters, Cambridge, Mass.: 19,700 sq. ft.

Manufacturing Status

- Elixir Pharmaceuticals 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

- 2007: Entered a research and development collaboration with Siena Biotech for SIRT1 inhibitors, giving Elixir the rights to the compounds developed.
- 2006: Signed an agreement with Kissei Pharmaceuticals for the developmental rights to mitiglinide (now Glinsuna).

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- 2005: Formed a licensing agreement with Bristol-Myers Squibb to develop the company's ghrelin agonist product. Elixir was responsible for paying upfront, milestone and royalty payments to Bristol-Myers Squibb upon advancements of the compound.

IPO Filing

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the September 23, 2007 issue of the *PharmSource Lead Sheet*).
- As of November 2, 2007, the number of common shares offered and the price range for the offering had yet to be determined.

Use of proceeds

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

Sourcing Opportunities

- Contract and 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	Dosage Form	Next Anticipated Step
Glinsuna (mitiglinide)	Type 2 diabetes	Phase III ongoing	Oral	NDA expected 2009
Metagluna	Type 2 diabetes	Phase III ongoing	Oral	NDA expected 2009
Ghrelin Antagonist	Type 2 diabetes; Obesity	Selection of a development candidate expected 2008	Oral	IND filing and initiation of Phase I trial expected Q4 2008
Ghrelin Agonist	Opioid-induced bowel dysfunction; Cancer cachexia	IND-enabling studies initiated	Oral	IND filing and initiation of Phase I trial expected 2008
SIRT 1 Inhibitor	Huntington's Disease; Certain cancers	Proof of Principle expected 2008	Oral	IND filing and initiation of Phase I trial expected Q4 2008
SIRT 2 Inhibitor	Type 2 diabetes; Obesity	Preclinical studies	—	—
SIRT 1 Activator	Type 2 diabetes; Obesity	Preclinical studies	—	IND filing and initiation of Phase I trial expected 2009

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Finances

(\$ in thousands)	2004	2005	2006
Total Revenues	—	—	—
R&D Expenses	8,358	11,123	16,268
General & Administrative Expenses	3,235	4,231	3,575
Total Operating Expenses	11,593	15,354	19,843

Contact Info

Elixir Pharmaceuticals, Inc.

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Key Officers

William K. Heiden, President, CEO
Gregory D. Perry, EVP, CFO
Peter S. DiStefano, PhD, CSO, VP, R&D
Alan D. Watson, PhD, EVP, CBO

User Tips

Get the Most Out of Your Resources

Are you planning now for your 2008 direct mail or market research efforts? The *Full Database Search* capability available with the **PharmSource Lead Sheet** provides significant support for these activities, with the potential to directly save you money (i.e., if you were planning to buy mailing lists, etc.):

- Direct mail: Create targeted mailing lists (by geographic location, development phase, dosage form, API, and therapeutic area).
- Research: Get pipeline and financing information on Bio/Pharma companies.
- Site-visit planning: Identify a targeted group of companies in a specific geographic region.

Feel free to 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.

**Get a jump on 2008 with a FREE MONTH of service!
Pre-pay for 2008 by November 30th, and we'll give you free service during December 2007.**

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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