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Welcome to the November 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 November issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: October Opportunities

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

Lead Type	Oct-08	2008 Y-T-D
Non-US Leads	88	890
Early development candidates	50	533
Late development candidates	57	593
Large molecule candidates	21	341
Small molecule candidates	92	807
Newly-funded companies	48	529
New sourcing executives	20	220
Parenteral dosage form candidates	45	491
Oral candidates	56	485
Total Leads*	221	2,392

* 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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Tel. 703-383-4903
 Fax. 703-383-4905

www.pharmsource.com
 info@pharmsource.com

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.

Products in Development

FOR WEEK OF: 10-26-2008	Phase I																		
Products in Development ● Product Acquisitions ● Corporate Finance ● Other Sponsor Events ● Key Appointments ● Downloads Preferences Comments/Questions? Full Database Search PRINTER FRIENDLY [Export All] [Clear All]	<table border="1"> <tr> <td>Company:</td> <td>Neovacs SA</td> </tr> <tr> <td>HQ Location:</td> <td>Paris, France</td> </tr> <tr> <td>Product:</td> <td>TNFα-kinoid</td> </tr> <tr> <td>Dosage Form:</td> <td>Parenteral</td> </tr> <tr> <td>Nature of API:</td> <td>Biologic - Protein</td> </tr> <tr> <td>Therapeutic Area:</td> <td>Dermatologic / Gastrointestinal / Immunomodulator</td> </tr> <tr> <td>Comment:</td> <td>Neovacs initiates a Phase I/II trial at three study centers in South Africa with TNFα-kinoid in patients with Crohn's disease. The therapeutic vaccine is in development to treat TNFα-dependent autoimmune diseases such as rheumatoid arthritis, Crohn's disease and psoriasis. The drug consists of a kinoid, a heterocomplex compound formed from an inactivated targeted cytokine, TNFα, and a carrier protein, keyhole limpet hemocyanin (KLH). The company expects to report results in 2009.</td> </tr> <tr> <td>Esearch contact:</td> <td>Bernard Fanget</td> </tr> <tr> <td>Clinical research contact:</td> <td>Pierre Vandepapeliere, MD, PhD</td> </tr> </table> <p style="text-align: center;"> Print Lead Email Lead </p>	Company:	Neovacs SA	HQ Location:	Paris, France	Product:	TNF α -kinoid	Dosage Form:	Parenteral	Nature of API:	Biologic - Protein	Therapeutic Area:	Dermatologic / Gastrointestinal / Immunomodulator	Comment:	Neovacs initiates a Phase I/II trial at three study centers in South Africa with TNF α -kinoid in patients with Crohn's disease. The therapeutic vaccine is in development to treat TNF α -dependent autoimmune diseases such as rheumatoid arthritis, Crohn's disease and psoriasis. The drug consists of a kinoid, a heterocomplex compound formed from an inactivated targeted cytokine, TNF α , and a carrier protein, keyhole limpet hemocyanin (KLH). The company expects to report results in 2009.	Esearch contact:	Bernard Fanget	Clinical research contact:	Pierre Vandepapeliere, MD, PhD
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Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	Apitope Technology, Ltd.
HQ Location:	Bristol, UK
Financing Type:	Venture capital investment
Amount Raised:	\$13.00 million
Description:	Apitope raises approximately \$13 million in a Series A financing. The funds will be used to develop ATXMS-1467, which will enter Phase II trials next year to treat multiple sclerosis.
Strategy:	Apitope develops novel therapeutic peptide vaccines for the treatment of allergy and autoimmune diseases.
Corporate:	Keith Martin
Research contact:	David Wraith
Print Lead Email Lead	

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Sales Article

Your B2B Lead Generation Sales Letters

By Alan Sharpe

One of the disadvantages of business-to-business direct mail lead generation letters is that you are selling on paper, not in person. That means you are unable to read your prospect's body language; unable to hear and overcome his objections.

And yet one of the advantages of sales letters is that you are selling on paper, not in person. Face to face, a prospect can interrupt you and change the subject. But on paper, you remain in control. As long as your prospective customer keeps reading, you control the sales process.

Another advantage of sales letters is that you can anticipate objections and answer them in the body of the letter. You can even start your letter with a common objection, and answer it square on.

Here are three common objections, and ways that you can overcome them in your B2B direct mail lead generation letters.

"WE DON'T WANT IT"

Overcome this objection by presenting benefits that your reader may have overlooked, or may never have considered. Assume that your prospect understands the benefits of your product or service only in a general way:

"We reduce your downtime because we ship your replacement transformer in under three hours, guaranteed. We lead the industry in in-stock, emergency transformer replacements."

"YOU ARE TOO EXPENSIVE"

Overcome this objection by describing the quick return on investment that your prospect will enjoy (assuming there is one). Or show how buying a competitor's product is actually more expensive once total cost of ownership is calculated:

"Yes, you will save money in the short term by buying a Blodux 5236. But our Nadag 7876 lasts longer—two years longer. Which means you will pay \$125 less per month for the life of our machine compared with the closest competitor."

"WE ALREADY HAVE A SUPPLIER"

Overcome this objection not by bad-mouthing your competitor but by stressing benefits that your competitor does not or cannot offer. Or show how your competitor isn't really a competitor because your company concentrates only on selling the product in question, while your competitor sells a great deal more, making them a generalist but you a specialist.

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"Your current supplier certainly has a well-earned reputation in our industry for a quality product. But my firm delivers a comparable product backed by better after-sales service. We offer you the personal, customized service that larger firms cannot match."

If you are crafting a sales letter and don't know the common objections that prospects raise, talk to your sales force. They are the best source for understanding how to turn a prospect's no into a yes.

About the Author

Alan Sharpe is a business-to-business direct mail copywriter and lead generation specialist who helps business owners and marketing managers generate leads, close sales and retain customers using [business-to-business direct mail marketing](#). Learn more about his creative direct mail writing services and sign up for free weekly tips like this at www.sharpecopy.com.

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

PLS: New Features!

PharmSource Lead Sheet: New Features & Enhancements

The PharmSource team is very pleased to announce the newly enhanced *PharmSource Lead Sheet (PLS)*, available starting November 22, 2008. The *PLS* retains all the capabilities previously offered, and adds the following new features and enhancements:

NEW: Qualifying Information Search (QIS): Now you can conduct database searches for biotech/pharma companies world-wide based on the following criteria:

- Ownership status (public/private)
- Number of employees
- Annual R&D expenditure amounts
- Annual revenue amounts
- Venture capital sources
- Geographic locations

Search results are instantly downloaded into spreadsheet format, with just one row per company location. Data can quickly be sorted and/or imported into various CRM programs or database software.

The new *QIS* page can be accessed via the *Qualifying Info Search* button in the left navigation bar on the front of each issue, or from a link at the top of the *Full Database Search* page.

ENHANCEMENTS: Full Database Search and Preferences

We've redesigned the *Full Database Search* and *Preferences* pages with simple tabs and check-box options to make search/filter criteria selection easier and faster than ever. *Full Database Search* results may be viewed in Lead Sheet layout format, or downloaded directly into spreadsheet format.

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To access step-by-step “help” documentation for each advanced feature of the *PLS*, click on the associated link below:

- **Qualifying Information Search:** http://www.pharmsource.com/images/pharmsource/PDFs/PLS_OIS_HELP.pdf
- **Full Database Search:** http://www.pharmsource.com/images/pharmsource/PDFs/PLS_FDS_HELP.pdf
- **Export/Download:** http://www.pharmsource.com/images/pharmsource/PDFs/PLS_Export_HELP.pdf
- **Preferences Filters:** http://www.pharmsource.com/images/pharmsource/PDFs/PLS_PF_HELP.pdf

We also welcome the opportunity to provide a complimentary training teleconference at your request. If your subscription does not include access to the advanced *PLS* features and you are interested in an upgrade, please contact Judy Miller at 703-383-4903, ext. 103 or judy@pharmsource.com.

We appreciate your business, and look forward to continuing to serve your business development and market intelligence needs. Please contact us with your questions or suggestions at any time.

Prospect Profile

Valeant Pharmaceuticals International (VRX)

Valeant Pharmaceuticals International is a public pharmaceutical company that specializes in the development of neurological and dermatologic treatments. R&D expenditures in 2007 were over \$98 million.

Corporate Highlights

- 1960: Company was founded as ICN Pharmaceuticals, Inc.
- November 2003: Company changed name to Valeant Pharmaceuticals International.
- 3,001 total employees (R&D: 132; Business Development, General & Administrative Activities: 422; Production: 795; Sales & Marketing: 1,652).
- Corporate Headquarters, Aliso Viejo, CA: 109,948 sq. ft.
- Offices & Manufacturing Facilities: Montreal, Canada: 94,119 sq. ft.; Mexico City, Mexico: 286,411 sq. ft.; Rzeszow, Poland: 446,661 sq. ft; Brazil.
- Markets: US, Canada, Mexico, Brazil, Australia and New Zealand.

Manufacturing Status

- Valeant owns and operates manufacturing facilities in Brazil, Canada, Mexico and Poland.
- Valeant subcontracts manufacturing for certain products, including those acquired from other pharmaceutical companies. The company reports that under toll manufacturing agreements, third party manufacturers will produce an estimated 47% of its products, comprising about 67% of 2008 product sales.
- Valeant purchases principal raw materials on the open market.

Business Relationships

- Clinical trials conducted by third parties, including CROs and clinical investigators.
- 1995: Schering-Plough received a license to oral forms of Valeant’s ribavirin, a nucleoside analog that Valeant discovered, for the treatment of chronic hepatitis C.

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- to exclusively license up to three compounds for hepatitis C , excluding taribavirin.
- of first/last refusal to license compounds that treat infectious disease (except hepatitis C) or cancer, excluding taribavirin.
- August 2008: Valeant and Meda AB formed a joint venture for the development and commercialization of products in Australia, Canada and Mexico.
- September 2008: Valeant acquired Coria Laboratories.
- October 2008: Valeant and GlaxoSmithKline entered a worldwide collaboration agreement for retigabine.
- November 2008: Valeant acquired DermaTech Pty Ltd.

October 2008 Financing

- Valeant received a \$125 million upfront payment from GlaxoSmithKline under its collaborative agreement for the investigational drug retigabine, a neuronal potassium channel opener for adult epilepsy patients (as reported in the October 19, 2008 issue of the *PharmSource Lead Sheet*).

Sourcing Opportunities

- Manufacturing
- Conduct clinical trials

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
Taribavirin	Hepatitis C virus	Oral	Phase IIb	Results by year-end
Diastat	Epilepsy	Intranasal	Phase I	TBA
Retigabine	Epilepsy	Oral	Phase III	NDA & MAA by year-end
Retigabine	Post herpetic neuralgia	Oral	Phase II	Results in 2009

Finances

(In \$ thousands)	2006	2007
Revenues	862,804	872,222
R&D Expenditures	105,442	98,025
General & Administrative Expenditures	114,583	111,721
Total Operating Expenses	651,373	702,164
Capital Expenditures	40,968	32,222

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Contact Information

Valeant Pharmaceuticals International

One Enterprise

Aliso Viejo, CA 92656

Tel.: (949) 461-6000

Fax: (949) 461-6609

Web: www.valeant.com

Key Officers

J. Michael Pearson, CEO

Elisa Karlson, EVP and Chief Administrative Officer

Steve T. Min, EVP, General Counsel and Corporate Secretary

Peter J. Blott, EVP, CFO

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 business opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and helps keep 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, 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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located at the bottom left side of the *PharmSource* home page.

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Phone 703-383-4903 ♦ Fax 703-383-4905

info@pharmsource.com ♦ www.pharmsource.com