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Welcome to the April 2009 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 April issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: March Opportunities

321 overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in March, 2009.

Lead Type	Mar-09	2009 Y-T-D
Non-US Leads	65	294
Early development candidates	64	162
Late development candidates	75	172
Large molecule candidates	46	99
Small molecule candidates	93	253
Newly-funded companies	74	192
New sourcing executives	28	71
Parenteral dosage form candidates	65	153
Oral candidates	50	149
Total Leads*	321	841

* 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 up to 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.

Products in Development

FOR WEEK OF:
03-29-2009

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

Downloads

Preferences

Comments/Questions?

Full Database Search

Qualifying Info Search

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Phase I	
Company:	Trubion Pharmaceuticals
HQ Location:	Seattle, WA
Product:	SBI-087
Dosage Form:	Parenteral - Unspecified
Nature of API:	Chemical - Normal potency
Therapeutic Area:	Anti-inflammatory
Comment:	Trubion reports that its collaborator Wyeth has initiated a Phase I trial of SBI-087 for the treatment of systemic lupus erythematosus. The product is based on Trubion's Small Modular ImmunoPharmaceutical (SMIP) technology. SBI-087 is a fully humanized CD20-directed SMIP that has demonstrated the ability to enhance potency in B cell depletion in preclinical in vivo trials.
Clinical research contact:	Scott C. Stromatt, MD
Research contact:	Kendall Mohler, PhD
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	BioVex Ltd.
HQ Location:	Woburn, MA
Financing Type:	Venture capital investment
Amount Raised:	\$40.00 million
Description:	BioVex raises \$40 million in a Series F round of financing. The company will use the money to fund a Phase III study of its lead drug OncoVEX GM-CSF to treat metastatic melanoma.
Strategy:	BioVex develops vaccines for the prevention and treatment of cancer and chronic infectious disease.
CMC R&D Contact:	Colin Love, PhD
Clinical research contact:	Howard Goldsweig, MD
Print Lead Email Lead	

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User Tip**How to Avoid Download Distress**

This user tip is true not just for *PharmSource Lead Sheet* downloads – but for exporting data into Excel or other spreadsheets from any source. When computer/software settings are appropriate, data automatically will be placed into the correct rows and columns. But if settings are not appropriate for this task, you’ll find data misplaced and unusable – for example, all the data may be dumped into a single huge cell. If you’ve experienced “Download Distress,” this user tip is for you. Here are two ways to avoid this frustration:

A master fix: Change the master settings on your PC’s List Separator

1. Click the Windows Start button.
2. Click “Control Panel” (sometimes found in “Settings”).
3. Click “Regional and Language Options” tab or icon.
4. Click the “Regional Options” OR “Numbers” tab (depending on your version of Windows).
5. Click “Customize”.
6. Make sure the “**List separator**” has a comma selected, otherwise type one in.
7. Click OK and “Apply”.

Note: When you change the list separator setting, the new setting will be applied thereafter unless and until you again change it, which may be done at any time.

A temporary fix on a given file: Separate the comma separated columns in Excel

1. In the Excel file, select the cell with all the information that is comma separated.
2. Go to “Data”.
3. Click “Text to Columns” which will open a new box.
4. Select “Delimited” then click “Next”.
5. Select “comma” only and deselect anything else.
6. Click “Next” then “Finish”.
7. This will separate all comma separated information into different columns.

The Lead Sheet team endeavors to make our resources simple and straight-forward to use. Let us know how we can help you. Contact Judy Miller at 703-383-4903, ext. 103 or send an email to judy@pharmsource.com.

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Sales Article

Less is More: Quick Tips to Improve Your Sales

By Martin Wales

I'll be brief. If not – I'll negate my own point. Got time to read a 12-page essay on sales improvement? You want to get back to making sales and money. Let's go then.

Less time more pressure.

Your prospects have less time and feel more pressure. Just like you, I'm sure. As a sales professional, you need to be sensitive to this. For your own good, have a clear, short and concise benefit statement. Don't waste a prospect's time (or yours) with lengthy (and boring) introductions. Observe people who go on and on at networking events when asked what they do or introducing themselves to the group. Is that you?

Less resources get more done.

Sales increase when you better demonstrate how much 'leverage' your product provides. Have prepared proof of substantial Return On Investment for prospects. The best ROI support is customer testimonials containing real numbers. If you don't have any, use industry data and 3rd party research, or statistics, and proactively start collecting your own – today.

Less contact more voice mail.

If you don't improve your skills for leaving voice mail messages, you will continue to face the frustration of not getting your calls returned. Most salespeople's ability and confidence with voice mail remains poor. If you can't motivate me to even call you back, how could you possibly motivate me to buy from you? Again, be brief, concise and clear. The most glaring weakness is not letting me know the BENEFIT of calling you back. Get training on how to leave an impactful 30-second message that can't be ignored and that pulls response.

Less paper and more email.

Letterhead is hard to find these days. A client of mine, IBM, wanted to send a testimonial letter about a sales seminar I gave. My contact couldn't find letterhead. However, lack of letterhead is no excuse for poor spelling and curt communication. Build relationships through constant and meaningful email contact. Make your emails well-written, focused and brief. You face obstacles, like strict network security and the poor computer skills of your recipients. Take a course on email etiquette and copy writing. Don't send an email with large, or too many, attachments. Sending paper 'snail-mail' is making a comeback with the current anti-spam and "too-much-email" sentiment.

Less personal presentation and more technology.

Travel and budgets have diminished. Teleconferencing and web-based presentations have grown in their use. Sadly, technology doesn't breed ability. Listen to me. Using a webinar to read a PowerPoint to me over the phone will NOT sell me. Again, build your skill set and improve your presentations or have an expert facilitator do them for you.

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Less talk and more listening.

The wisdom of the ages. Cliché really, but still ignored and executed poorly in sales. Prospects have little time to listen to your ‘sales pitch.’ Ironically, they have plenty of time to ‘complain.’ Perfect. Encourage this and note their problems. Let THEM sell themselves. Let your prospects talk themselves into purchasing, and stop interrupting them. Give the occasional prompt and affirmative nod... Good sales people sell products. Great sales professionals solve problems.

Less preparation and more action.

More salespeople fail while perfecting their approach instead of actually making contact. Look. Over-preparing makes you sound robotic and impersonal anyway. It’s a procrastinator’s crutch and an excuse for those in fear of rejection. Get on the phone and attend networking events now. Improve on the fly. Don’t worry. We’re all human and generally kind.

Enough said. Time to sell.

About the Author

Martin Wales helps increase your sales and profits with simple, proven tools and systems that get immediate results. If you want more customers, contact him at Martin@CustomerCatcher.com. Get complimentary help and advice at www.CustomerCatcherTips.com.

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

Prospect Profile

Arena Pharmaceuticals, Inc. (ARNA)

Arena Pharmaceuticals is a public, clinical-stage biopharmaceutical company focused on discovering, developing and commercializing oral drugs for cardiovascular, central nervous system, inflammatory and metabolic diseases. R&D expenditures in 2008 were \$204.4 million.

Corporate Highlights

- 1997: Company was incorporated in Delaware.
- 499 total employees (R&D: 422; General & Administrative Activities: 77).
- Corporate Headquarters (includes R&D laboratories, offices and a chemical development facility), San Diego, CA: 345,000 sq. ft.
- Subsidiaries: Arena Pharmaceuticals, GmbH (Arena GmbH); API Development Ltd.

Manufacturing Status

- Arena GmbH owns and operates a manufacturing facility in Zofingen, Switzerland. This facility currently has no large-scale manufacturing capabilities.
- Arena obtains API for lorcaserin from Siegfried.
- Arena obtains intermediates, APIs, excipients and drug products from third party suppliers.

Business Relationships

- Clinical trials are conducted by third parties, including CROs, and clinical investigators.
- October 2002: Arena enters into collaboration with Merck for development and commercialization of niacin receptor agonists as treatments for atherosclerosis and other disorders.

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- December 2004: Arena enters into collaboration and license agreement with Ortho-McNeil-Janssen for development of GPR119 agonists for the potential treatment of type 2 diabetes.
- January 2008: Arena enters into a purchasing agreement with Siegfried to acquire a drug product facility in Zofingen, Switzerland.

March 2009 Financing

- Arena received \$50 million in private equity placement (as reported in the March 22, 2009 issue of the *PharmSource Lead Sheet*).
- Proceeds will be used primarily to further advance the development of lorcaserin.

Sourcing Opportunities

- Conduct clinical trials.
- Earlier-stage preclinical and research programs.
- Late clinical development and marketing of lorcaserin (when approved).
- Late-stage and commercial manufacturing of drug candidates.

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
APD916	narcolepsy and cataplexy	Oral	Preclinical	IND filing delayed
APD811	pulmonary arterial hypertension	Oral	Preclinical	IND submission in 2009
APD791	arterial thrombosis	Oral	Phase I	development suspended
APD597	type 2 diabetes	Oral	Phase I	Being developed by Ortho-McNeil-Janssen
Niacin receptor agonist	atherosclerosis and other related conditions	Oral	Phase II	Being developed by Merck
Lorcaserin	obesity	Oral	Phase III	NDA submission by the end of 2009

Finances

(In \$ thousands)	2006	2007	2008
Revenues	9,809	19,332	30,569
R&D Expenditures	204,374	149,524	103,388
General & Administrative Expenditures	30,535	26,571	18,466
Total Operating Expenses	245,738	177,632	123,391
Capital Expenditures	23,217	17,423	14,231

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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 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 April, 30 2009 and
Get 10% off!**

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 new business opportunities every week, keeping you on top of pipeline product activity and Bio/Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* and *Qualifying Information Search* features can be used to create highly targeted lists of pharma companies to set up site visits in specific territories, for marketing campaigns and for many other intelligence purposes.

* 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)
or send an email to judy@pharmsource.com.

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