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Welcome to the June 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 June issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: May Opportunities

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

Lead Type	May-09	2009 Y-T-D
Non-US Leads	152	543
Early development candidates	87	341
Late development candidates	82	303
Large molecule candidates	54	192
Small molecule candidates	125	482
Newly-funded companies	65	300
New sourcing executives	11	101
Parenteral dosage form candidates	80	278
Oral candidates	80	304
Total Leads*	345	1449

* 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:
05-24-2009

Products in Development ●

Product Acquisitions ●

Corporate Finance ●

Other Sponsor Events ●

Key Appointments ●

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Phase I	
Company:	Endocyte Inc.
HQ Location:	West Lafayette, IN
Product:	EC0489
Dosage Form:	Parenteral
Nature of API:	Chemical - Cytotoxic Chemical - Vitamin/Mineral
Therapeutic Area:	Oncology - Chemotherapy
Comment:	Endocyte initiates a Phase I trial with EC0489 in patients with refractory or metastatic cancer who have exhausted standard therapies. The drug is a combination of a folate vitamin analog with a microtubule destabilizing anticancer drug. EC0489 targets the folate receptors that are over-expressed on many cancer cells and delivers a potent anticancer drug into the cancer cell.
Research contact:	Philip S. Low, PhD , CSO
Research contact:	Christopher P. Leamon, PhD , VP, Research
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	Kamada
HQ Location:	Ness Ziona, Israel
Financing Type:	Private equity placement
Amount Raised:	\$11.60 million
Description:	Kamada raises \$11.6 million in a private allocation of common stock and warrants. Kamada intends to use the net proceeds to advance its clinical pipeline, including the development of its inhaled alpha-1 antitrypsin (AAT), and to accelerate the entrance of its products into the US and EU markets.
Strategy:	Kamada develops, manufactures and markets prescription medicines.
Research contact:	Shabtai Bauer, PhD , Chief Scientist
Clinical research contact:	Naveh Tov , Medical Director
Print Lead Email Lead	

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Sales Tip

Follow Up With Your Customer

By Jay Conners

After you go through a sales session with a customer, whether you close the sale or not, follow up. Otherwise, your time was all but wasted. Every part of the sales process, from the initial contact, to the presentation of the product, to the final step, following up, is equally important. The follow up is an important element of the sales process for many key reasons. Here are just a few:

1. Following up makes your customers feel important.

When a customer walks into your office, or calls you on the telephone, they do not want to be thought of as a statistic. They want to be treated as though they are the only customer you have. By following up after your initial contact, it tells the customer that you are serious about doing business with them. They will appreciate the attention, and this will be a clear message that they weren't just another sale on your way to meeting your goal.

2. Following up with your customer shows that you care.

Another reason to follow up with your customer is to find out how they are doing, and how the new product is benefitting them. Ask questions about the product and the experience they have had with you and your company. It is always good to get feedback, good or bad. This way you can correct anything that your customer was not happy with, learn from mistakes, and be sure not to let it happen again with your next customer. If their feedback is negative or they just are not happy with the product, find out their reasons, be empathetic, and try to resolve the problem.

3. Follow up with your customer for more sales opportunities.

After your initial meeting with your customer, one of two things happened. Either you got the sale, or your customer left still undecided. If you landed the sale, following up with your customer is important for reasons stated in number two above; you now also have an opportunity to up-sell. While they are on the call, ask for permission to go over some of your other products you believe they may be interested in. If your customer left undecided, than this is the perfect opportunity to see if they have come to a decision. If they haven't, ask if there is anything they would like you to go over again, or if they have thought of any more questions.

A final note: Always follow up

Before customers leave your office or hang up the phone, make them aware of your intentions to follow up with them. If your sales session went well, this should not be a problem. Following up with your customers is a great opportunity to keep in contact with them — and there is no law that says you can't follow up more than once. The more you stay in contact with your customers, the stronger your relationship with them becomes. The stronger the relationship, the more business and referrals you can expect from them. Always follow up.

About the Author

Jay Conners has more than fifteen years of experience in the banking and mortgage industry. He is the owner of www.jconners.com, a mortgage resource site.

Article Source: <http://www.ArticleGeek.com>

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Sales Article

How to Create a Better Sales Management System

By Stephen R. Johnson

We've seen this process improve sales systems to turn poor results into a hefty 45% conversion rate of prospects into new customers. Lasting sales performance rarely comes from super-star performers. It comes from great sales management systems. Good systems are reliable and they enable all your sales people to improve and maintain their performance.

We find the best sales management process has 10 powerful parts:

1. Position descriptions
2. Procedures
3. Activity expectations
4. Performance expectations
5. A means of monitoring and reporting activity and performance
6. The 3 principles of sales contacts
7. Regular sales meetings
8. Strategic guidance
9. Corrective guidance
10. Employee review.

Here They Are, Explained...

1. Position descriptions need to outline the expectations of your sales person. You can't afford to have out-of-date PDs. If your sales team doesn't have a clear charter, how can you correct any failure to meet your expectations?

2. Procedures describe how to perform certain tasks expected of the sales staff. Even aspects taken for granted, like meetings with prospects, are important and occur regularly... and should therefore be appropriately documented into Standard Operating Procedures.

3. Activity expectations: set minimum volumes and quality levels of calls, visits, scripts and other tasks inherent in the sales process. Since activity is what yields results, activity must be measured and reported on.

4. Performance expectations are expressed in sales dollars and new customers won. These come from the right procedures being performed within adequate activity levels.

5. Monitoring and reporting activity and performance are means for the staff to record their work and show it to you. Both public reporting in charts and private reporting to management is ideal.

6. We've seen 3 valuable principles in a good sales meeting:

- There must be no unaccountable time in the work week,
- No contact must occur without an agenda, and
- No contact must go without an outcome of some kind and a next step.

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7. Regular sales meetings need to be at least weekly. Work needs to be interrogated so that management and consultants can provide guidance.

8. Strategic Guidance means making suggestions and providing information of value to overcoming a hurdle the salesperson has encountered.

9. Corrective Guidance means admonishment and providing advice designed to cease activity that is not productive, and encourage activity that is productive.

10. Employee reviews are the last component, and this is really a component of a good HR system, more than merely a good sales management process. We'll help you set up procedures, forms, sales meeting structures and principles of management that get more from your sales staff.

Results from Systems That Work

With systems like these, you'll enjoy the kind of results that are independent of individual personalities in your sales force.

About the Author

Stephen Johnson is the director of Brisbane based consultancy, Strategy and Action. For more information, please call (07) 3808 5366 or visit www.strategyandaction.com.au

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

Prospect Profile

Array BioPharma, Inc. (ARRY)

Array BioPharma, Inc. is a public biopharmaceutical company that discovers and develops small molecule products to treat oncologic, inflammatory and metabolic diseases. R&D expenditures in 2008 were \$90.3 million. Array received \$40 million in private placement (as reported in the May 24, 2009 issue of the *PharmSource Lead Sheet*). Proceeds will further the development of its small molecule pipeline.

Corporate Highlights

- February 1998: Company was incorporated in Delaware.
- November 2000: Company went public.
- The company has 386 total employees (Scientists: 292; General & Administrative Activities: 94).
- Corporate Headquarters (includes laboratory): Boulder, CO: 150,000 sq. ft.
- Laboratory: Longmont, CO: 78,000 sq. ft.
- Office space: Morrisville, NC: 20,000 sq. ft.

Manufacturing Status

- Array owns and operates a clinical-scale manufacturing facility that can produce API for Phase I and Phase II testing.
- Collaborators manufacture clinical scale quantities of Array's candidates and are expected to manufacture the product upon commercialization.

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- Intermediate and bulk API are obtained through third party manufacturers and suppliers that are primarily located in European countries.

Business Relationships

- Preclinical and clinical trials are conducted by third parties, including CROs, contract laboratories, third-party medical centers and clinical investigators.
- July 2001: Array and AstraZeneca entered an agreement for MEK inhibitors, which led to the identification of AZD6244.
- February 2007: Array entered a license and collaboration agreement with VentiRx for Array's toll-like receptor program.
- December 2003: Array and Genentech agreed to develop treatments for cancer. The contract has since been expanded to develop candidates against a third and fourth cancer target.
- September 2007: Array and Celgene entered a worldwide collaboration agreement to discover and develop treatments for cancer and inflammation.

Sourcing Opportunities

- Manufacturing
- Patient enrollment
- Conducting clinical trials
- Marketing and sales of approved products
- Distribution

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
ARRY-060	Anti-allergy/ Anti-asthma	Oral	Preclinical	TBA
ARRY-768	Fibrosis	Oral	Preclinical	TBA
ARRY-872	Pain	Oral	Preclinical	TBA
ARRY-380	Cancer	Oral	Phase I	Complete patient recruitment by end of 2009
ARRY-403	Diabetes	Oral	Phase I	Results in H2 of 2009
ARRY-543	Cancer	Oral	Phase Ib	Results in H2 of 2009
ARRY-614	Inflammation/ Cancer	Oral	Phase Ib	Results in H2 of 2009
ARRY-300	Inflammation/ Pain	Oral	Phase I completed	Results in H2 of 2009
ARRY-520	Cancer	Parenteral	Phase I/II	Results in H2 of 2009
ARRY-162	Inflammation	Oral	Phase II	Results in H2 of 2009
ARRY-797	Inflammation/Pain	Oral	Phase II	Results in H2 of 2009

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Finances

(In \$ thousands)	2006	2007	2008
Revenues	45,003	36,970	28,808
R&D Expenditures	33,382	57,464	90,347
General & Administrative Expenditures	13,683	13,644	15,591
Total Operating Expenses	86,676	96,044	127,302
Capital Expenditures	27,309	28,077	30,160

Contact Information

Array BioPharma, Inc.

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Key Officers

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John A. Josey, PhD, VP, Discovery Chemistry

Kevin Koch, PhD, President & CSO

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James D. Winkler, PhD, VP, Discovery & Translational Biology

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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.

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To schedule your free **test-drive**, call Judy Miller at (703)383-4903, ext. 103 (ET)
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