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Welcome to the August 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 August issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: July Opportunities

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

Lead Type	July-09	2009 Y-T-D
Non-US Leads	124	777
Early development candidates	57	462
Late development candidates	59	426
Large molecule candidates	38	273
Small molecule candidates	88	661
Company Financings	78	448
New sourcing executives	9	133
Parenteral dosage form candidates	55	392
Oral candidates	52	413
Total Leads*	292	2023

* 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.

FOR WEEK OF:
07-26-2009

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

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Products in Development

Preclinical

Company: [Akebia Therapeutics, Inc.](#)

HQ Location: Cincinnati, OH

Product: AKB-6548

Dosage Form: Oral

Nature of API: Chemical - Normal potency

Therapeutic Area: Coagulation and blood formation

Comment: Akebia plans to initiate Phase I trials with AKB-6548 for patients with anemia in late 2009. The product is an orally bioavailable, HIF-prolyl hydroxylase inhibitor.

Corporate: [Ian Howes](#), CFO & VP, Corporate Development

Clinical Research Contact: [Robert Shalwitz, MD](#), CMO

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

Corporate Finance, Alliances, and Acquisitions

Corporate Finance

Company: [Cyclacel Pharmaceuticals, Inc.](#)

HQ Location: Dundee, UK

Financing Type: Private equity placement

Amount Raised: \$5.9 million

Description: Cyclacel raises up to \$3.4 million in gross proceeds and up to an additional \$2.5 million in a registered direct offering with select institutional investors. The funds will be used to continue clinical development of sapacitabine, which includes a pivotal trial for patients with hematologic malignancies.

Strategy: Cyclacel develops small molecule drugs that act on key cell-cycle regulators to stop uncontrolled cell division in cancer and other diseases involving abnormal cell proliferation.

Corporate: [Spiro Rombotis](#), CEO

Research contact: [David Glover](#), Chief Scientist

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

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Sales Tip

Know Your Product Before You Sell It

By Jay Conners

Product knowledge is by far the most important ingredient when it comes to selling your product. Before approaching a sale, make sure you know your product inside and out. You don't want to be caught without an answer when your prospect has a specific question. Think about it: if you're interested in buying a product from someone and they can't answer your simplest of questions about the product, how much faith would you have in the company? Probably none. Here are a few tips on how to get to know your product better:

1. Brochures and Literature

Obtain as much written information as you possibly can on your product. Read up on the features and benefits your product offers until you know them by heart. Keep reading until you can roll every detail off the tip of your tongue, including any fees associated with the product. Also, keep your brochures handy, open them up in front of your customer and go over the details of your product step by step. Customers love visuals.

2. Role Play

Role playing is a fun way to get to know your products. You will need two associates to help you out with this. You play the salesman, have one of your co-workers play the customer, and have one a third co-worker critique you. Have your customer co-worker ask as many questions about the product as he or she can. When you are finished, go over the sales session with the person that critiqued you. Also, take turns playing each character. Playing the customer can give you a great perspective on this point of view. How often are you the customer when it comes to buying your company's products? Never.

3. Use the Product

This is perhaps the best way to get to know a product. To actually own, have, and use the product, not only gives you the ability to know it inside and out, you will also be able to tell your customer that you have and use the product, and how wonderful you think it is. This will tell the customer how much you believe in the product and that you have confidence in it.

One of the worst mistakes a sales person can possibly make is to be unprepared. Take a few minutes out of every day to get to know your products better. Make learning about them fun with role playing, and concentrate most on the products you know least about. Remember, the more you know about your product, the easier it will be to sell. Good luck.

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: www.ArticleGeek.com

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Sales Article

The Power of Why: A Psychological Revelation

By Sean D'Souza

Here's why 'WHY' is such a profit-making marketing trigger. Let's examine the six honest men: What, How, When, Where, Who and Why. Which one of these is the most powerful psychological mover of them all? This is best answered with an example.

Let's assume you need to go to the supermarket. All the other triggers (how, when, where, who and what) would make absolutely no difference if you didn't know 'WHY' you were headed there. Everything else would be totally irrelevant. Once you know WHY you're doing something, everything else is just a matter of logistics.

Why Advertising and Marketing Communication Often Goes Down the Drain

Simple. Look for the WHY in advertising and [you'll quickly see its] scarcity... All the fancy layouts and the smart headlines can't quite compensate for the questions that go unanswered. All your customers want to know is: Why should I choose you? Why should I take this decision? Why should I spend this money? Why should I look at your website? Why should I read your brochure? Why should I listen to your speech? Why? Why? Why?

Dump the fluff. Get your customer's brain to go scrambling like an over-enthusiastic pup after a Frisbee. Once you have enough WHY factor built into what you're selling, everything else falls in place.

Be an Accountant, Do an Audit

Look at your communication. Like reeeeeeeaaaaally look at it! What about your website? Does it answer the question WHY straight up? And does it do it on the first page? How about your brochure? Does its headline make it a cinch for dustbin land? What about your speech?

I could go on, but I suspect you get the message. Be merciless. If the WHYs don't stack up, dump the communication. Or chop and change it till it does.

It's not enough to simply have the WHY question answered. It's got to be the most 'Rambo in your face' answer, or it will bounce higher than a defaulting cheque. Let your WHYs loose on each other, and let only the one with the most testosterone come out shining.

Aristotle—Man, Was he Smart or What?

All communication must lead to change. That's what the old wise man said over 2300 years ago. Not some or most communication. All.

Yet we are dealing with customers that inherently detest change. WHY is the only motivator that allows them to make that shift. Change is still a scary word, but at least the justification sits nicely in their cranium.

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In fact, if you look closely, even a WHAT question like, “What's in it for me?” is really a "WHY" issue. It's asking, “Why should I pay attention?” Give your customers the WHY factor and their buying will reflect nicely in your growing [business].

This is simple, down to earth advice. Yet it represents one of the most powerful psychological triggers [explaining buying behavior]. WHY on earth would you ignore it?

About the Author

Sean D'Souza is a marketing and branding expert from New Zealand. To learn more, visit his web site at www.psychotactics.com.

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Prospect Profile

Targacept, Inc. (TRGT)

Targacept, Inc. is a public biopharmaceutical company that discovers and develops small molecule products for central nervous system diseases and disorders, targeting neuronal nicotinic receptors. It recently received \$10 million in a milestone payment from AstraZeneca, as reported in the July 12, 2009 issue of the *PharmSource Lead Sheet (PLS)*. Proceeds will support the continued development of AZD3480, a Phase II candidate that is expected to proceed to Phase III trials in Q2 of 2010, for the treatment of attention deficit/hyperactivity disorder. As reported in the July 26, 2009 issue of the *PLS*, Targacept also has been awarded a grant valued over \$600,000 from The Michael J. Fox Foundation for Parkinson's Research. The company expects the preclinical research to take one year and will focus on compounds that modulate neuronal nicotinic receptors to address dyskinesias, which are Levodopa-induced abnormal involuntary movements.

Corporate Highlights

- March 1997: Company was established.
- 1997-2000: Company was a subsidiary of R.J. Reynolds Tobacco Company.
- August 2000: Company became independent.
- April 2006: Company went public.
- 2008: R&D expenditures were over \$40.9 million.
- The company has 114 total employees.
- Corporate Headquarters: Winston-Salem, NC: 58,000 sq. ft.

Manufacturing Status

- Targacept has limited manufacturing capability and manufactures drug candidates that are needed for short preclinical trials.
- Third party manufacturers provide:
 - active ingredients.
 - Inversine, an orally administered, commercialized product to manage hypertension.
 - product candidates for preclinical and clinical trials.
 - commercial production of products.

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- process development of products.
- storage of product candidates.
- Poli Industria Chimica and Interchem Corporation develop and supply the API of TC-5214.

Business Relationships

- Preclinical and clinical trials are conducted by third parties, some of which are located in Europe and India.
- January 2006: Targacept entered a cognition-focused research collaboration with AstraZeneca. Currently, the deal includes AZD3480 and AZD1446.
- July 2007: Targacept entered an alliance with GSK to discover, develop and market candidates to treat addiction, obesity, pain, Parkinson's disease and smoking cessation.

Sourcing Opportunities

- Manufacturing, clinical trials, marketing, sales and distribution.

Pipeline

Product andidate	Indication	Dosage Form	Status	Next Anticipated Step
TBA	Cognitive disorders	TBA	Preclinical	TBA
TBA	Smoking cessation/obesity/pain	TBA	Preclinical	TBA
TBD	Addiction/Parkinson's disease	TBD	Preclinical	TBD
TBD	Inflammation	TBD	Preclinical	TBD
AZD1446	Alzheimer's disease	Oral solution	Phase I	AstraZeneca will continue development
TC-2216/TC-5685	Depression/anxiety disorders	Oral	Phase I completed	Halt development till budget permits
TC-5619	Cognitive dysfunction in schizophrenia	Oral	Phase I completed	Preparing for Phase II
AZD3480	ADHD	Oral	Phase II	Phase III in late 2010
TC-5214	Major depressive disorder/resistant hypertension	Oral	Phase II	Phase III in Q2 of 2010

Finances

(In \$ thousands)	2007	2008
Revenues	11,576	20,085
General & Administrative Expenditures	8,013	6,499
R&D Expenditures	34,620	40,981

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Contact Information

Targacept, Inc.

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Winston-Salem, NC 27101
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Fax: (336) 480-2107
Web: www.targacept.com

Key Officers

J. Donald deBethizy, PhD, President & CEO
Jeffrey P. Brennan, VP, Business & Commercial Development
Merouane Bencherif, MD, PhD, VP, Preclinical Research
William S. Caldwell, PhD, VP, Drug Discovery & Development
Geoffrey C. Dunbar, MD, VP, Clinical Development & Regulatory Affairs

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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