PHARMSOURCE® LEAD SHEET
PERISCOPE
PHARMSOURCE®

New Business Opportunities for Companies Serving Pharma **November 2009**

In This Issue:

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Welcome to the November 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 November issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: October Results

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

Lead Type	Oct-09	2009 Y-T-D
Non-US Leads	110	1,185
Early development candidates	59	665
Late development candidates	54	612
Large molecule candidates	31	403
Small molecule candidates	82	949
Company Financings	87	714
New sourcing executives	23	191
Parenteral dosage form candidates	60	588
Oral candidates	47	597
Total Leads*	**295**	**2,999**

* 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:
10-25-2009

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

Download
Preferences
Comments/Questions?
Full Database Search
Qualifying Info Search
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[Export All] [Clear All]
Export help

Products in Development

Phase I	
Company:	**TeLoRmedix**
HQ Location:	Bioggio, Switzerland
Product:	TMX-101
Dosage Form:	Parenteral
Nature of API:	Chemical - Normal potency
Therapeutic Area:	Oncology - Immunotherapy
Comment:	TeLoRmedix's TMX-101 enters Phase I trials to treat bladder cancer. TMX-101 is a formulation of imiquimod that is designed to improve activity and retard systemic absorption. TMX-101 is delivered locally via intravesical instillation (into the bladder). The active ingredient of TMX-101 is a known immunomodulatory molecule with demonstrated clinical efficacy in oncological and viral diseases.
Research Contact:	Roberto Maj, Head of Drug Development
Research Contact:	Alcide Barberis, Head of Research and Collaborations
Clinical research contact:	Raffaella Pozzi, Head of Clinical Operations
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	**Evolva SA**
HQ Location:	Allschwil, Switzerland
Financing Type:	Venture capital investment
Amount Raised:	$27.48 million
Description:	Evolva receives $27.48 million in a round of Series B financing. The proceeds will support the company's pipeline development, including EV-077, EV-086 and EV-075.
Strategy:	Evolva develops orally available, small molecule drugs with genetic chemistry.
Research contact:	Alexandra Santana Sørensen, VP, R&D
Print Lead Email Lead	

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User Tip

How to Use Downloads for Mail Merge Letters

One of the many benefits of downloading information from the ***PharmSource Lead Sheet*** into Excel spreadsheet format is the ability to use spreadsheets in conjunction with Microsoft Word's Mail Merge feature. This will allow you to use selected data from Excel and combine it with a standard letter, creating personal-sounding, customized letters that are professional and friendly.

Here are simple instructions to get you started in creating mail merged, personalized letters in Microsoft Word 2007 (note: to use the **Mail Merge** function in Microsoft Word 2003 the steps are the same. To start the **Mail Merge** process select **Tools** from the menu, and then select **Letters and Mailings > Mail Merge**):

1. Start by creating your Excel download file from the ***PharmSource Lead Sheet***. Save this file to your hard drive. For example, if you have done a *Full Database Search* of leads in your geographic region, use this download to create an Excel file of a list of contacts to whom to send personalized letters. For instructions on how to do a download:
    - From the front page of the current ***PharmSource Lead Sheet*** click on the *Export Help* link located at the bottom on the left navigation bar.
    - From the *Full Database Search* page or the *Qualifying Info Search* page, click on the *Download to Spreadsheet* option.

2. On your hard drive, find and open the Excel file you created in Step 1. Before you start the Mail Merge process in Word it is best to edit your Excel download. This will make the Mail Merge process easier and faster. Delete any data columns that will not be used in your letter and delete any rows with contacts you will not include in your mailing. Then save, rename, and close the Excel file.

3. Open a document in Word (either a new document or a template letter you have already created):
    - Select **Mailings** from the Toolbar;
    - Select **Start Mail Merge**;
    - Select **Step by Step Mail Merge Wizard**. This will lead you through a 6-step process on how to create a personalized letter for your prospects, using the information in your Excel Download. Steps 3 and 4 are very important in choosing the correct Excel file and matching the information from your download accurately. During Step 4, you must ensure that information is inserted to your template letter correctly. Use the **Match Fields** function to properly map data from each spreadsheet column to the correct location in the letter.

4. At the end of the **Mail Merge Wizard** process you will have the option to edit individual letters and/or print.

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Key Appointments: October 2009

This new section of the ***PERISCOPE*** summarizes just a small sampling of the many recent appointments of new people to high-level positions in pharma/biotech. For more information of this nature, see the "Key Appointments" section of the weekly ***PharmSource Lead Sheet***.

Key Appointments

Company:	Catalyst Pharmaceutical Partners
HQ Location:	Coral Gables, FL
Appointee:	Steven R. Miller, PhD
Position:	CSO & VP, Pharmaceutical Development and Project Management

Company:	Crescendo Biologics
HQ Location:	Cambridge, UK
Appointee:	Mike Romanos
Position:	CSO

Company:	NovaBay Pharmaceuticals, Inc.
HQ Location:	Emeryville, CA
Appointee:	Mark Anderson, PhD
Position:	CSO

Company:	RetroVirox, Inc.
HQ Location:	San Diego, CA
Appointee:	Ronald C. Griffith, PhD
Position:	VP, R&D

Company:	Seaside Therapeutics
HQ Location:	Cambridge, MA
Appointee:	John C. Amedio, Jr., PhD
Position:	VP, Manufacturing and Process Development

Company:	Transdel Pharmaceuticals, Inc.
HQ Location:	La Jolla, CA
Appointee:	Joachim P.H. Schupp, MD
Position:	CMO

Company:	Warner Chilcott
HQ Location:	Rockaway, NJ
Appointee:	Mahdi B. Fawzi
Position:	President, Global R&D

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Sales Article

Best Practices for Salespeople?

by Dave Kahle

One of the most debilitating myths about the sales profession is this: Salespeople can learn on their own, on the job, and eventually become good at their jobs. They'll eventually develop their own style, this myth implies, and that will bring them the maximum results.

That myth is true for about five percent of the salespeople in the world. For the other 95 percent, nothing could be further from the truth. The overwhelming majority of field salespeople perform at a fraction of their potential because they have never been systematically exposed to the best practices of their profession. Instead, they have been expected to "learn on their own."

I like to paint. I don't mean pictures. I mean walls and bedrooms and hallways. I enjoy the physical nature of it, and the resulting change in the feeling of the room. I've always liked to paint, and have done so for over 30 years. Once, for about two months, I actually made a living doing it. I think I'm pretty good at it.

Until a little while ago, when I was watching one of those reality home improvement shows. On it, a professional painter demonstrated the best way to apply masking tape, hold a brush and apply the paint. Yikes! I was doing it all wrong.

All this time I thought I was pretty good, in my own self–taught, learn–on–my–own sort of way. I guess I really didn't have any standard. But I almost always painted by myself, and had only my own opinion. I thought I was pretty good compared to what I thought was good.

Then, when I discovered the best practices of a true professional, I saw that my own ideas we not up to the standard. I wasn't nearly as good as I thought I was. If I'm going to become really good, objectively, verifiably good, I have to change my routines and incorporate the best practices.

So it is with sales as well. The world is full of salespeople who have learned on the job, pretty much on their own, and have never been exposed to the best practices of the profession. They delude themselves, as I did, holding the opinion that they are pretty good. And that delusion keeps them lingering in levels of performance considerably beneath what their potential would allow them.

Sales managers often share that delusion, and occupy themselves with other matters, unable or unsure how to improve the performance of their team. Typically, the sales manager was, in a previous incarnation, a high performing salesperson. He/she was one of those five percent who learned on their own, who studied the best practices, and who incorporated them into his routines. As a result, that sales manager, formerly high performing salesperson, expects every other salesperson to be just like him; to have the same motivation, the same drive, the same ability and propensity to learn. He, therefore, makes little effort to expose the sales team to best practices, because, after all, he did it on his own. Shouldn't they?

Here's where the theoretical conflicts with reality. Yeah, they should do it on their own. However, few do. Only the five percenters of the world can be counted on to invest in their own development. The overwhelming majority of the balance of salespeople haven't even spent $25 of their own money on their

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own improvement in the last year. The sad truth is that few salespeople see themselves as professionals and take their own improvement seriously.

That's too bad. Every profession in the world develops a body of knowledge about the best way to do that job. And every professional in the world is expected, if they are serious about the profession, to regularly study those best practices, and to incorporate them into their routines with a disciplined, methodical effort. That's why teachers have in-services, doctors go to conferences, nurses have in-service training, etc.

The job of the salesperson is no different. There is probably no other profession that is more written about, and to, than field sales. Over the last 50 years, there must have been thousands of books written, tens of thousands of articles published, thousands of audio programs prepared, and hundreds of newsletters and magazines published – all for the field salesperson, and all describing the best practices of the profession in various terms and methods.

Just as there is a set of best ways to paint a room, so there are sets of best ways to ask a question, seek an appointment, build rapport, make a presentation, close the deal, and follow up on the purchase. Astute salespeople understand this, and seek to continually expose themselves to the best practices.

Beyond that, they understand that it is one thing to know what to do, but quite another to develop the habits which regularly and reliably incorporate those behaviors. They continually work on incorporating the best practices into their routines, repeating them until they become habits. Excellent execution becomes a never-ending mantra.

Astute sales managers do likewise. They continually expose their salespeople to the best practices of the profession, and encourage every salesperson to improve by methodically incorporating them into their routines. Those companies that systematically and methodically expose their salespeople to the body of knowledge regarding best practices of the sales profession consistently outperform those who don't.
It is the path to improvement that the rest of the professional world understands. It's time for the sales profession to do likewise.

Let's no longer be deceived by the myth that most salespeople can learn on their own. Let's put to rest once and for all time the debilitating myth that every salesperson has his/her own style of selling.
Let's expect, like every other profession in the world, that professional salespeople be accountable to incorporating the best practices into the routines, and be measured by the standards of the professional.

About the Author
Dave Kahle is a consultant and sales training expert who helps his clients increase their sales and improve their sales productivity. He speaks from real world experience, having been the number one salesperson in the country for two companies in two distinct industries. Dave has trained thousands of salespeople to be more successful in the Information Age economy. He's the author of over 1,000 articles, a monthly ezine, and six books including: 10 Secrets of Time Management for Salespeople and Transforming Your Sales Force for the 21st Century. He has a gift for creating powerful training events that get audiences thinking differently about sales.

His "Thinking About Sales" Ezine features content-filled motivating articles, practical tips for immediate improvements, useful resources and helpful tips to help increase sales. Join for NOTHING on-line at www.davekahle.com/mailinglist.htm.

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Prospect Profile

NeuroSearch A/S (NEUR)

NeuroSearch is a public biopharmaceutical company that discovers and develops products that focus on ion channels and central nervous system (CNS) diseases and disorders. It recently received $89 million through a share issue, as reported in the October 18, 2009 issue of the ***PharmSource Lead Sheet (PLS)***. Proceeds will support R&D, general corporate activities and strengthen NeuroSearch's negotiating position with license partners.

Corporate Highlights

- April 1989: Company was established.
- 1996: Company completed IPO on Copenhagen Stock Exchange.
- 2008: R&D expenditures were over $60.1 million.
- The company has 237 total employees.
- Corporate Headquarters: Ballerup, Denmark.
- The company operates through four subsidiaries: NeuroSearch Sweden AB, Poseidon Pharmaceuticals A/S, NsExplorer A/S and NeuroScreen ApS.

Business Relationships

- Preclinical and clinical trials are conducted by CROs.
- December 1999: NeuroSearch and Abbott Laboratories initiated a collaboration for neuronal nicotinic receptors.
- January 2009: NeuroSearch and GSK expanded a 2003 (and 2006) alliance that involved the discovery, research and development of compounds for CNS diseases through ion channels.
- February 2009: NeuroSearch and Eli Lilly entered a drug discovery and development alliance for CNS disorders.
- August 2009: NeuroSearch and Janssen Pharmaceutica agreed to mutually discover and develop new treatments for CNS diseases.

Sourcing Opportunities

- Manufacturing
- Clinical trials
- Sales and marketing

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Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
NSD-726	Autoimmune diseases	TBA	Preclinical	Initiate Phase I in Q4 2009/Q1 2010
NSD-847	Psychosis	TBA	Preclinical	Initiate Phase I in Q4 2009/Q1 2010
NSD-867	ADHD	TBA	Preclinical	Initiate Phase I in Q4 2009/Q1 2010
ABT-560	Cognitive disorders	TBA	Phase I	TBA
NSD-721	Social anxiety disorder	TBA	Phase I	TBA
NSD-761	Schizophrenia	TBA	Phase I	TBA
NSD-788	Depression/anxiety	Oral	Phase I	TBA
ABT-894	ADHD	Oral	Phase II	TBA
ACR325	Dyskinesias/ Parkinson's disease	Oral	Phase II	TBA
ACR343	Schizophrenia	Oral	Phase II	TBA
Tesofensine	Obesity	Oral	Phase II	Initiate Phase III In 2010
Huntexil	Huntington's disease	Oral	Phase III	File NDA and MAA in 2010

Finances

(In $ thousands)	2007	2008
Revenues	24,495	16,183
General & Administrative Expenditures	6,458	6,802
R&D Expenditures	52,170	60,136

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Frank Wätjen, PhD, EVP, Director of Drug Development
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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 November, 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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