

JANSSEN PHARMACEUTICA
FIELD CONFERENCE REPORT

Rep Name:	D.M. Name:	Start Date:	8/19/03	End Date:	8/20/03	# of Field Days:	2	# of Field Days YTD	10
I - OBJECTIVE/ACTIONS FROM PREVIOUS FCR									
COMPLETE									
Previous Objective	Y		N		COMPLETE Previous Objective				
Action 1					Action 1		Selling effectiveness		
Action 2					Action 2		Increase assertiveness with product agenda during calls		
							Deliver a more complete sales message		

Comments

II - SALES RESULTS

Month: 5/03

TRx	Share	RISP	ZYP	SER	ABL	REM	EXE	DUR		
									Nation	District
									Region	
DDD	Share	30.09	NA	NA	NA	11.74	NA	44.97	140/283	6/11
	Growth	-82	NA	NA	NA	+2.94	NA	-79		
TPQ	District	101.5								
	Territory	97.68								

Your May TPQ is 97.68%, ranking you 6/11 in district, 42/61 in region, and 140/283 in the nation. From a retail standpoint, your PQ is 100% and while you have grown both Reminyl (+2.16) and Duragesic (+2.40), you are trending down with Risperdal (-1.20). For Reminyl, you are gaining ground on Exelon, and are currently within 10 share points of becoming the second most Rx'd AChEI in your territory. While you are growing share with Reminyl overall, you are actually losing share in your decile 90 Neurologists, -2.58% (worth \$67K). Remain focused on your top Neurologists to turn this trend around and drive overall share even further. For Risperdal you are losing the most share in PCP decile 80 (down -3.60% (worth \$156K). You have set some action plans specific to Dr. Tadros and I'm confident that these will turn his trends around. From a DDD standpoint, our team is currently ranked 11/28 in the nation with a PQ of 106%. While we are growing Reminyl (+2.94), we are losing share with Risperdal (-.82). To turn this around we must focus on our NH's and the larger ALZ unit facilities.

III - PRODUCT & MARKET KNOWLEDGE

Comments

OBSERVED	Y	N	CONSISTENT
Janssen Products	X		Choose One
LTC	X		Choose One
Proof Sources	X		Choose One

Your overall product knowledge continues to develop and after 8 months in the field, you are tracking well. In past work sessions your focus in this area has been displaying a "working" product knowledge by using your knowledge of the products during calls. During our work session I observed you to have progressed well in this regard. For example, during our call on [redacted] you showed a strong working product knowledge using the Blesa Reprint and explained that, "In the Blesa analysis, patients were selected from 4 trials with ADAS-Cog scores of 30, and MMSE scores of >14, indicating moderate to severe dementia."

Competition	X	Choose One	"Reminyl effectively treated the moderate to later stage patients maintaining them above baseline for 12 months." [REDACTED] responded by telling you that the results are impressive, and that the patients included in the trial were more severe in nature and that she would use more Reminyl as a result From an ElderCare market knowledge standpoint you are also developing and you have been active within your pharmacy accounts working very closely with the consultants and pharmacy owners. During our work session we made a call on [REDACTED] (the districts #3 ranked APS pharmacy at \$5.1M) and were able to meet with [REDACTED] (reimbursement manager) to discuss M-Tab strategies and how [REDACTED] can help us drive share. [REDACTED] were open to switching Risperdal oral solution patients over to M-Tab and even entertained new Zydis switches. Your follow up on this will be instrumental. We did not have the opportunity to make any nursing home calls during our work session and you'll want to make sure you are working them with the consistency you're working your pharmacy accounts as this will help pull through your own efforts at the pharmacy and physician level.																											
IV – SELLING EFFECTIVENESS <table border="1"> <thead> <tr> <th>OBSERVED</th> <th>Y</th> <th>N</th> <th>CONSISTENT</th> </tr> </thead> <tbody> <tr> <td>Approach (Social style sensitive?)</td> <td>X</td> <td></td> <td>Choose One</td> </tr> <tr> <td>Interview (Open-ended questions?)</td> <td>X</td> <td></td> <td>Choose One</td> </tr> <tr> <td>Demonstrate (Solution oriented?)</td> <td>X</td> <td></td> <td>Choose One</td> </tr> <tr> <td>Validate (Visually reinforced?)</td> <td>X</td> <td></td> <td>Choose One</td> </tr> <tr> <td>Negotiate (Six magic words?)</td> <td>X</td> <td></td> <td>Choose One</td> </tr> <tr> <td>Close (Script or Action?)</td> <td>X</td> <td></td> <td>Choose One</td> </tr> </tbody> </table> You continue to show particular strength in your approach and building strong rapport with your customers and you are now at a product knowledge level to handle objections as they come up. Developmentally in this area you have been focusing on sticking with your pre-call agenda, and delivering a more complete product message. You have progressed well in both areas. For example, in our call on [REDACTED] you accomplished your call objectives of 1) using head-to-head data to sell against Aricept, 2) find out how he compares Reminyl and Aricept in terms of cognition, 3) close him for increased Reminyl business. You were successful in this call because you set a clear objective, and stuck to it without compromising schedule, and as a result, [REDACTED] told you he would continue to use Reminyl in his practice. During our call on [REDACTED] you delivered a complete message as well, as you covered Reminyl efficacy, safety, and dosing. As a result, [REDACTED] knows how Reminyl compares to Aricept from an efficacy standpoint, and Exelon from a tolerability standpoint leaving nothing to question as she makes her decision.			OBSERVED	Y	N	CONSISTENT	Approach (Social style sensitive?)	X		Choose One	Interview (Open-ended questions?)	X		Choose One	Demonstrate (Solution oriented?)	X		Choose One	Validate (Visually reinforced?)	X		Choose One	Negotiate (Six magic words?)	X		Choose One	Close (Script or Action?)	X		Choose One
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V – TERRITORY MANAGEMENT Pre – Call / Post – Call Analysis : You are conducting both pre and post call analysis <table border="1"> <thead> <tr> <th>Month:</th> <th>8/3/03</th> <th>Rep</th> <th>Nation</th> </tr> </thead> <tbody> <tr> <td>Total CPA%</td> <td>42%</td> <td></td> <td>59%</td> </tr> <tr> <td>NH/Day</td> <td>1.29</td> <td></td> <td>1.33</td> </tr> <tr> <td>Calls/Day</td> <td>3.5</td> <td></td> <td>6.1</td> </tr> <tr> <td>Pres/Call</td> <td>2.1</td> <td></td> <td>2.1</td> </tr> </tbody> </table> During our work session we discussed your CPA results as of August 3, and you explained that there was a discrepancy in the data and your actual call averages. Remain cognizant of logging in regularly, if not, the system won't be updated with accurate data. In terms of your call frequency across your top 25 doctors, you covered 17 of them 6x's or greater giving you a frequency of 68%. This is also strong performance, however, make it your goal to get to 80% coverage on these important physicians. From a DDD activity standpoint, you also performed as your DDD Scorecard total was 226 points among the highest in the district. With regard to resource utilization, you conducted 20 inservices in July (district goal is 10), 1 speaker program, and did not complete a teletopic for July (district goal is 2 / quarter).			Month:	8/3/03	Rep	Nation	Total CPA%	42%		59%	NH/Day	1.29		1.33	Calls/Day	3.5		6.1	Pres/Call	2.1		2.1								
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VI – OBJECTIVES / ACTIONS PLANS OBJECTIVE: Improve selling effectiveness with focus on closing and social style selling. Action Plan 1: Closing: While I observe you to close with consistency, there are some things you can work on to have greater impact when closing. Focus on these 4 things that will increase your impact. 1) <u>Trial close along the way.</u> As you share data, ask for their opinion and how this compares to their experience. If you get positive buy in, your confidence toward closing will grow, along with their comfort level with your product.																														

2) Just prior to your close, <u>restate product points</u> that the physician has already agreed upon. Doing so will establish common ground, and cement for your customers, our products advantages. 3) When closing <u>set a specific goal or expectation</u>. You can do this with a number or a time frame. For example, for your next 5 bipolar patients, or for this week use Risperdal exclusively. Doing this will emphasize exactly what you expect and you'll be much more likely to increase business as a result. 4) <u>Follow up</u> during the next call after you've closed holding your physicians accountable for action. Once you've closed, and your physician has agreed, you must follow up during your next visit. If you don't, your physicians won't take you serious when you do close. Action Plan 2: Social Style Selling: read and recap the 4 social styles (expressive, amiable, driver, analytical) and how to identify and sell to each. Plan to complete this by September 26. OBJECTIVE: Increase Product Knowledge Action Plan 1: Read and recap information on Bipolar Disorder, and Parkinson's Disease. Your information source can be a book, journal article, or DSM IV. Plan to complete this by October 31.	
VII - GENERAL COMMENTS	
1. You are doing an excellent job of marketing what you're selling by maximizing product giveaway items such as samples and M-Tab materials. 2. You should plan to order product nametags by our next work session, as this will further assist you in your marketing efforts. 3. You have a great idea for M-Tab starter kits by including lollipops or small toys to be included in the kit along with a coupon and 1 box of sample. These will be great to use on any child & adolescent psychiatrists that you have ([REDACTED]). Plan to have these made for our next work session.	
VIII – DEVELOPMENT COMMENTS (SOL COMPETENCIES)	
[REDACTED], during our work session we discussed your development and time lines for obtaining Professional Rep. status. Together, we mapped out a comprehensive plan that will help you develop and get you to this level by September of 2004. You have already completed 4 credits under the Product Knowledge competency and you still need to log on to enter those under your profile. Beyond the action items listed above you should plan to accomplish the following: 1) Complete Outlook training by October 31. This will satisfy 1 hour of elective credit under the Territory Management competency.	



VEHICLE MAINTENANCE

MANAGER	DRIVER	CAR #	MILEAGE	DATE
		210168	56,787	8/19/03

GENERAL APPEARANCE	
Was the car washed recently?	YES ☒ NO ☐
Was the interior of the car clean?	YES ☒ NO ☐
Was there any body damage? If yes:	YES ☐ NO ☒
In your opinion, was it caused by an accident?	YES ☐ NO ☒
Did you instruct the driver to make repairs?	YES ☐ NO ☒
Was there any glass damage? If yes:	YES ☐ NO ☒
Did you instruct the driver to make repairs?	YES ☐ NO ☒
Have repairs noted at last inspection been made?	YES ☐ NO ☒

TIRES:	Good	Fair	Poor
Left Front	☒	☐	☐
Right Front	☒	☐	☐
Left Rear	☒	☐	☐
Right Rear	☒	☐	☐
Date of Last Oil Change: 8/17/03			
Date of Last Tune-up: 8/17/03			

BRAKES and MUFFLER	
Have the brakes been inspected and serviced recently?	YES ☐ NO ☒
Is the muffler quiet?	YES ☐ NO ☒
Is the car free of fumes?	YES ☐ NO ☒

DOCUMENTS	
Is the driver's license valid and current?	YES ☐ NO ☒
Is a current registration in the car?	YES ☐ NO ☒
If applicable, does the vehicle have a valid inspection sticker?	YES ☐ NO ☒
Is a current insurance card in the car?	YES ☐ NO ☒
Does the odometer reading approximate that reported on expense reports?	YES ☐ NO ☒
Are there accident forms and a car guide in the car?	YES ☐ NO ☒
Does the driver have a copy of <i>Handling Materials Safely</i> ?	YES ☐ NO ☒

COMMENTS
*** REQUIRED ***
is a safe driver and her car is kept clean and well organized.