

REGION 54 MILESTONES – Trimester 3, 2007

Birthdays

Chris Sparks September 14	Jill McCabe September 29	Kirk LaLance November 20
JL Wesley September 16	Meg Nichol October 16	Angela Estes December 6
Chris Dickson September 18	David Damsgaard November 4	Sean Burke December 11
Kevin Bille September 18	Holly Nealis November 10	David Bates December 20
Jack Norton September 29	Colleen Levert November 18	Paul Potier December 21

Abbott Anniversaries

		Years of Service
John Kochan	September 2	5
Yolanda Lindsay	September 2	5
Chris Sparks	September 8	5
Kevin Bille	September 12	5
Colleen Levert	September 20	14
Marsha Griffin	October 7	17
Emily Huff	October 9	1
Meg Nichol	October 9	1
Jill McCabe	October 27	4
Stacey Hayes	October 29	6
Sally Bailey	November 1	26
Deb Davis	November 2	10
JL Wesley	November 17	6
Yamila Velasco	November 17	4
Amy McCabe	November 29	10
Carolyn Webb	December 5	2
Sara Jackson	December 17	6
Shannon Keen	December 19	14
Shari Tyler	December 30	5

Planning for Success: The Big 3

1. Where Am I Now & Why? (Diagnosis)

- ❑ “Where?” - Overall % to quota accomplishment and Rx delta between quota and actual
- ❑ “Why?” – Zip data, Snapshot, Stack Rank, Dashboard, Functional IMR, MHC formulary status, sales call history

2. Where Do I Need To Be? (Goals)

- ❑ Rx Quotas & Rx goals by customer
- ❑ MHC pull-through and KOL development goals

3. How Will I Get There? (Action Plan)

- ❑ Specific actions & deadlines for specific docs, accounts, MHC plan pull-through
- ❑ Warchest and program funding allocation plans

I would like to extend a very special “Thank You” to the following members of Region 54 for their contributions to the T3 Issue of the Southeast Times: David Bates, Kevin Bille, Deb Davis, Kirk LaLance, Rei Machado, Holly Nealis, Chris Sparks, and Cindy Stitt.

Planning for success, Sherri

For picture or article submissions to future Region 54 newsletters, please contact Sherri Cooper, at sherri.cooper@abbott.com.

Region 54
Southeastern
Heat



TRIMESTER 3
2007 Issue

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S O U T H E A S T T I M E S

LEADERSHIP | PRODUCT EXPERTISE | CUSTOMER BREAKTHROUGH

By Mike Rancourt, Regional Manager

Team:

Where did the summer go? I think we all ask that same question every year at this time. I think Fall is the best season in the Southeast anyway, and I’m optimistic we’ll have a great season in terms of both weather and success. Congratulations to those who are leading the All-Star race at this point. The remaining four months are always pivotal in determining who will win, so just as college and NFL football teams are now in “peak condition”, let’s be sure we’re operating at our peak level as well.

As you read this issue we have recently begun to execute within our new, rheumatology-focused sales force. What does that mean exactly? Well, I hope you continue to ask questions like this because I will **count on you** to help define “what does this mean, exactly?” Specifically I would ask you to consider what we need to do more of, less of, or differently to be “best in class in Rheumatology” as our vision states. For starters, we want to differentiate the type of sales call we deliver to each customer, each office. This is why we have established our T3 Call Plan with an

expectation of “sales calls” and “value calls”. Both types are critical in driving new business and maintaining existing business!

Soon we’ll be together for our T3 regional meeting in Nashville, TN. It will be a great opportunity to launch some new materials and further develop our selling skills. And we’ll stay at a great venue - the Gaylord Opryland - which is like a city inside of a hotel. You might know Nashville by its nickname “Music City, USA,” but Nashville had a different nickname before that. (Bonus opportunity: The first person to e-mail me with that nickname and reason why will win some Reward it)

Until then, let’s make sure we execute in T3 with no regrets at years-end. I’m looking forward to hearing about your customer breakthroughs that I know you’ll achieve this trimester. So ask yourself, “how have you **made a difference** today?”

See you soon.

Mike



Navigating Change

by Sherri Cooper, Southeast Rheum RTS

It is often said that with change comes opportunity, however change for most of us is a challenge. There is great truth in the old adage that most of us are creatures of habit. *Charles Kettering writes, "The world hates change, yet it is the only thing that has brought progress."*

As a franchise we have experienced a myriad of changes recently and these changes have afforded many opportunities. Let's look at some things we all know to be true and were evidenced by the recent changes in the Immunology Franchise:

- We are now positioned to remain competitive in the ever-changing world of big pharma and more importantly, the biologics arena.
- Wallstreet is abuzz with stellar performance predictions for Abbott and that means YOU!
- Our physicians and patients are excited about the value-added programs, like the Share Program and in-office samples. Again, setting Abbott apart from its competitor's.

So by now, I'm sure you have gathered that what lies ahead is what you decide to make it during this time of transition and opportunity. What lies ahead is the ability to help more patients live the lives that they could only dream of years ago, becoming a true consultant to your Rheumatologists, adding tremendous value to your accounts to help them help their patients and having more choices and career opportunities for you to further your career. Isn't change great!

There exist limitless opportunities in every industry. Where there is an open mind, there will always be a frontier.

- Charles Kettering



An Ordinary Day on the Fin and Tonic!!!

Holly Nealis, AIS Representative D-545
Submitted by Deb Davis, DM D-545 and
Rei Machado, AIS Representative (formerly in D-545)

Holly Nealis christened her new Proline Express, the Fin and Tonic with a big catch! Holly and husband, Rex, drifted over a Ft. Lauderdale reef for some early afternoon bottom fishing. Using a live pilchard, Holly dropped her bait down to the reef bottom and within seconds a hungry 7 pound Mutton Snapper swallowed the bait. Twenty minutes later Holly won the battle over the strong Mutton.

A big fish was not all that Holly landed...she also landed her picture on the front page of the Florida Sportsman photo gallery!



The Sparks' Family Has A Visitor!

If you've ever described the competitive world of biologics as being a "Bear," Chris Sparks, AIS Rep D-542 can attest to having a bear of a morning; not in his territory but at home. This bear picture was taken in my backyard, reports Chris Sparks. He appears to be a young bear maybe one or two years old. We heard him breaking into the bird feeders at two o'clock in the morning. It looks like he took a nap between feeders and stayed until around 7:00am, at

which point my alert watchdog noticed the bear and began barking. I woke up my kids to view the bear and lit up the back yard with a spot light, he looked at me as if to say, "thanks for the light." I asked him to leave but I guess he wasn't done yet!

A Call To Action

by Holly Nealis, AIS Representative D-545

Okay, I'm in a circle of friendly faces. I have my "Hello My Name Is" badge on. I slowly stand up and say, "Hello, my name is Holly Nealis and I'm a soft closer." "Hello Holly" they all say. Someone else stands up and says, "Hello, I'm an overly aggressive closer." Hello overly aggressive closer we all reply. Funny I know, but doesn't it feel like we all at times should be part of a support group for closers?

We all have anxieties about closing at one time or another. Are we asking too much? Are we not asking at all? Did the physician even look up from his chart to hear me? This usually occurs when we are by ourselves, but do we act differently when we have a co-worker or manager present? If you do, you should think about how you end your conversations with customers when you're alone in the field everyday.

We all have different personalities, as do our customers. Depending on their personalities, we tend to change our closing technique. This is okay! We all know that we have the "Buddy" close, the "Review of info" close, "Any questions Dr?" close and so on. But the question remains; have we gotten the commitment from the customer to take new action.

In The Performance Model, the Selling Technique section has the different stages of development for closing. Section 2.1.8 of the Performance Model states that the representative "Consistently gains a logical, reasonable call to action/close to drive product adoption and utilization."

In the "Developing" stage the representative gains agreement throughout the call and concludes with a call to action based

on features and benefits discussed. This is where we must use our trial and incremental closes to be most effective in the final call to action, prescribing more.

In the "Performing" stage we are to respond to the physician's buying signals, offer support for the physician's decision to buy and gains verbal commitment to action. Also, on each call we should be asking for specific actions that can be measured against long-term goals.

In the "Advancing" stage we are to close on every call to maximize customer and company benefit. We should gain commitment from customers to support product adoption and utilization and to act as an advocate.

Those commitments should be clear, measurable, and related to a specific patient type. We should follow up with the customer to ensure product adoption and utilization and to maintain long-term customer commitment.

So, ask yourself where do I fall on this spectrum? We probably see a little bit of ourselves in each stage. The goal, however, is to develop thoroughly; moving from developing to advancing. This can be accomplished by sharing best practices with our peers, and acting on the coaching from our Managers and Trainers.

Now, I hope I've earned the right to ask you this final question; "How will you take your closing to the next level to get a specific call to action?"

Region 54 Promotions

Sales Representative to Senior Sales Representative
(Level 1 to Level 2):

- Laura Kubicki
- Paul Potier

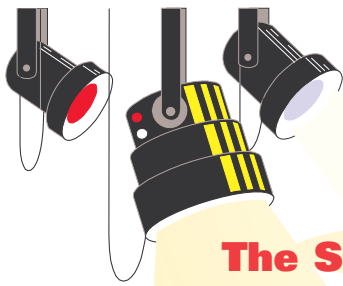
Senior Sales Representative to Territory Manager
(Level 2 to Level 3):

- Kevin Bille
- Kirk LaLance
- Yolanda Lindsay
- Rob Pochapsky

T2 Award Winners

- May: Sherry Rehm & Sandy Scott
June: Kevin Bille & David Damsgaard
July: David Bates
August: Troy Fohrman



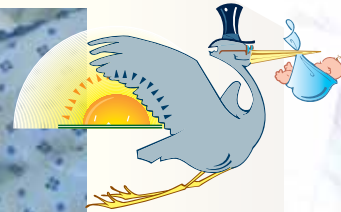


SPOTLIGHT ON THE REGION:

The Stork Arrived With...

Richard Wayne LaLance

July 8, 2007 at 7:58am, 8lbs, 3ozs and 21 inches.
Congratulations to **Kirk LaLance** and his wife, Julie.



The Stork Makes Another Delivery!

Jack Michael Rancourt



Born August 6, 2007 weighing in at 7lbs., 2oz.
Congratulations to **Mike Rancourt** and his wife, Julie.

Let's Join D-545 in Welcoming Sara Jackson!

The South Florida Rays are excited to welcome Sara Jackson to their team. Sara, who was born and raised in Miami, joined Abbott over 5 years ago where she has worked as a Primary Care representative winning All Star awards in 2003 and 2005. Sara was also nominated by her team to serve as team coordinator from 2004 - 2007 and recognized for winning several national SPIFFs for outstanding quota accomplishment. Sara is a graduate of Florida State University and also studied abroad in London, England. Her interests outside of work include spending time with her family (her sister also works in Abbott primary care), reading and Pilates. Sara will work the W. Palm Beach territory. Welcome to the team, Sara!

Let's All Welcome Teri Palmieri, AIS Representative D-544!

My name is Teri Palmieri and I am the Strike Representative in the Atlanta, Georgia territory. I was born and raised in Georgia. I attended the University of Georgia and yes I am a "DAWG"!!!! I have been married to Tim Palmieri for 12 years and we have two beautiful daughters named Madison and Katie. Both of my girls love to play softball and they were both on the Collins Hill Park All Star Team, "where I hope to be one day," with Abbott. I am on the board of directors for CH Softball and I coach both of their teams. As you can imagine we spend a lot of time at the ball field! I have been in the industry for about 15 years. I started with Abbott in April 2007 and I have already seen the impact that our brand has had on patients. I am very proud to be working for Abbott and I am extremely proud to be a part of the Immunology Franchise. I know that what I do everyday really does make a difference in the lives of patients.



Teri Palmieri with daughters Madison and Katie

Maneuvering the Competitive Sales Landscape

By **Cindy Stitt, AIS Representative D-541**

My husband and I recently watched the mini-series "North and South" on DVD. You may wonder what this has to do with Competitive Selling. At a turning point in the war, General Grant gave a charge to his soldiers that I think is relevant. The Union Army was feeling defeated because the South had just won a big battle and everyone thought Robert E. Lee was a superior leader—the North was scared. Grant charged the soldiers that they must **believe** in *certain victory* in order to win - they needed to feel it - their attitude could determine the results of the war and ultimately America.

So, do you think the Union won just because Grant and the soldiers *believed*? Of course not. They had to also know their strengths and weaknesses, be strategic, know how to use their weaponry, know the battlefield, and know their competition.

Steps to winning "The Battle of Physician's Prescriptions"

- BELIEVE.** We must first believe in our brand - we must feel that our product can win - for the patients, the physicians and us.
- KNOWLEDGE.** Continue to grow your arsenal (*product knowledge*). Just as General Grant knew the details of his army, we need to know our product better than anyone. By taking the time to expand our product knowledge, we're then able to utilize our weapons in the most effective way.

3. **STRATEGY.** Pre-call planning and post-call notes are the "maps" of our battlefields. We must study our maps before we can approach the battlefield and be triumphant. Before moving his troops into battle, General Grant knew where the rivers, mountains, and pitfalls were located. Likewise, we must have a thorough knowledge of our customer, their treating algorithms, how they run their practice and their managed care issues. Knowing the layout of the land allows us to tailor our messaging for our customers.

4. **COMPETITION.** To prepare for battle, General Grant also deployed scouts to learn and report back enemy actions, magnitude, troop movements, etc. "Scouting out" our competition is vital in planning our engagement. Thorough competitor product knowledge along with understanding their tactics and approaches are critical to anticipate their next move and "head them off." We need to know enough about the competition to be able to effectively present both the strengths and weaknesses of our product. In doing so, we become a value-added resource and gain credibility with our customers.

Let's give our customers a good reason to choose our brand first for their patients RA treatment regimen, or at the very least; be the go to after another anti-TNF fails. Remember, we must BELIEVE in the power of our product to do more in order to win the war in the competitive sales environment!!!!

Region 54 Welcomes T3 New Hires!

Stacey Hayes has been an Abbott employee since 2001. She has worked in the Primary Care Group with success selling in a variety of disease states including dyslipidemia, hypertension, hypothyroidism, anti-infective, and metabolic disorders. She was an All-Star winner in 2006 and has been in the top 20% of the sales force rankings for 5 consecutive years. Prior to Abbott she was in the paper industry and held positions in marketing and sales. Stacey is married with a 4-year-old daughter and a 20 year old stepson. Welcome to the team!

Thereze Green will be joining the Joint Advantage Team in October. She will be working as the general rep in N. Virginia with her strike force counterpart Sara Kinnebrew. Thereze has over 5 years in specialty pharmaceuticals. She is joining from the CNS specialty division of Janssen where for the past 3 years she was selling Risperdal Consta. Thereze has a unique background in pharma as an analyst with Astra Zeneca and was responsible for the business analytics with the launch of Crestor. She also had experience at Jansen in analytics while working on the product Reminyl. Thereze

graduated from Penn State with a degree in Marketing and International Business and a minor in Spanish and International Studies. She recently got married and enjoys reading, traveling, spending time with friends and her new puppy. Welcome to the team!

D542 is EXCITED to welcome **Terry Scott Bain** (Scott, as he likes to be called) to our team. Scott's new opportunity will be driving our business in the Richmond, VA territory. He joins Ron Hatch (Strike) and Emily Huff (Generalist) as a member of our Virginia contingency. Scott brings over 5 years of pharmaceutical sales experience. During his tenure with Merck, Scott received numerous awards and consistently exceed quota. Additionally, Scott brings expertise in Cardiovascular & Endocrinology Specialties, Peer Training, Managed Care channel and the VA System. Please join me in welcoming Scott to D542 and the Southeastern Heat!



Customer Breakthrough

As Sales Representatives, we all at one point in our career have moved into or taken over a new territory. This presents a mix of new opportunities and challenges, new office introductions, uncovering new office protocols and making an impact with our providers.

After taking over the South Georgia territory, I quickly learned of a particular office that I needed to focus on to ensure growth. My strike counterpart and I faced a few challenges with this particular office:

- No lunches were allowed
- Limited physician interactions
- No dinners with the physicians.

How were we going to make an impact on this physician and get her back on track with prescribing? To make matters more interesting, her NRX share dropped from 20% in February 2007 to 8% in March 2007.

We created a game plan specific for this office to be re-evaluated after six months. We agreed to pay attention to the little details, which to be honest with you, some of us forget the importance of sometimes; however, we anticipated that they would eventually pay off with this physician. We were in her office weekly, assisting her nurses with pen injection training and differentiating ourselves from the competition as “Patient Advocates.”

Eventually we were able to gain time with the doctor, better understand her treatment regimens and provide her with clinically relevant data in treating her rheumatoid patients. The nurses began to utilize our assistance and stopped giving the biologic agent that was first to respond. They also began to utilize our other patient resources and see the value in each of them for their practice and patients. The doctors NRX share last reported is 56%, and YTD TRX share is 40% up from 13%.

As professional Sales Representatives, each of us must commit to finding new ways of becoming a value-added resource for the total office and making a difference in the lives of patients. Let this example serve as a small reminder not to forget about the little details that will separate you and our sales force from the competition and ultimately benefit the physicians and patients we serve.

– David Bates, AIS Representative D-544

AIS: Key Success Factors



Product Expertise

Given the highly competitive nature of our marketplace it isn't enough to memorize and deliver repetitive sales messaging based off the discussion guides provided by marketing. Certainly it's important that each of us can effectively discuss this information in a compelling manner with our customers, but that alone does not help us stand out among our worthy competitors in the biologics arena. So what does it take to be viewed as a *Value-Added Resource* in the offices you call on?

First and foremost one needs to remember the concept of “Pure-Intent,” for our purposes we must remember to focus on at least one of three main areas when we are with our customers; 1) the patient, 2) the practice, or 3) the disease. It is important to *consistently* approach and interact with our customers based on pure-intent or your actions may not be viewed as being sincere. Although I believe that building effective relationships and calling on the right customers with the proper frequency are important elements of effective territory management; they alone are not enough to separate you from the competition.

You have probably heard the phrase, “**KNOWLEDGE IS POWER**” and in my opinion it is one of the most effective ways to become viewed as more of a *consultant* to the practice. In our jobs we must possess superior *knowledge* than our

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Leadership

Taking Leadership to the next level resulted in a successful Arthritis Walk for the Asheville, NC Chapter of the Arthritis Foundation.

Becoming a volunteer for your local Arthritis Foundation Walk is a great opportunity to make a positive impact in your community. I've been the chairperson of the Asheville, NC walk for the last 2 years after serving as the logistics coordinator the previous year along with Deanna Border, my counterpart. We've learned a lot from our involvement with these walks and like many things in life, it's best to keep it simple.

In 2005, the Arthritis Walk had not been held for several years due to a lack of volunteers and interest. The walk location was a beautiful community with a trail around a lake. There were many challenges like the lack of offsite parking; the need to secure transportation for participants in wheelchairs and community rules did not allow the use of the club house facilities. Having tenacity and a commitment to see this through, we were able to overcome all of these challenges and more.

In 2006 we decided to move the walk to a local park with plenty of parking and a great trail system that wandered through corn and soccer fields as well as along a trout stream. This allowed us to let the walkers stay on the paved circuit, while routing the 5 K runners along the stream and fields. I was able to reserve a nice covered picnic area next to the playground with 12 tables, complete with trashcans, bathrooms and electricity for the sound system. We cut out the entertainment and had a local Tai Chi teacher lead the group in stretching. This event was so much easier than the previous year that we decided to use this location again this year and follow the same format.

The local Arthritis Foundation representative can be helpful with ideas that have worked in other areas such as campus organizations, church and school groups, websites and emailing past participants. Being the chairperson for the walk is a lot of work; however, one fringe benefit has been a lot of quality time with the physicians who participate, including some that are rather difficult to see.

The success of the day leaves you thinking; maybe I will run this event just one more time...

– Chris Sparks, AIS Representative D-542

competition in several areas, which include but are not limited to the following topics; 1) knowledge of our product/ services, as well as, competitive products/services, 2) disease state information, 3) specialty pharmacies that offer more efficient ways to get prescriptions approved, 4) managed-care positioning of the anti-TNF agents, especially any that are favorable or unfavorable, 5) treatment algorithms, 6) Medicare Part D, 7) helping under-insured patients via charitable organizations offering co-pay assistance to patients in need, 8) local medical organizations and patient-support groups, and 9) what are some of the goals or challenges of our individual customers' that may turn out to be mutually beneficial opportunities for both our customer and Abbott.

This may sound too obvious and simple, but it takes a desire for excellence along with some time-saving tips on how to keep up with the voluminous amounts of information confronting us each day, to effectively build your knowledge in the aforementioned areas.

Knowledge is Power, and it's a key component if you want to stand out from your competition. I will share additional resources with you in Part II, but until then...Good luck and have fun out there!

– By Kevin Bille, AIS Representative D-541

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