

**GENERAL INFORMATION**

Representative: Ginger Hoffman

District Manager: Brian Donalty

Territory: Charlottesville

Date: December 4-5

PERFORMANCE METRICS	Q1	Q2	Q3	Q4		COMMENTS
EXALGO Goal Attainment	NA					Not available at time of field ride.
SUMAVEL Goal Attainment						
PENNSAID Goal Attainment						
Overall Rank					YTD Rank:	
SALES EXECUTION METRICS	QTD	OCT	NOV	DEC		COMMENTS
Reach Attainment						Not available at time of field ride.
Frequency						
Pharmacy Calls Per Day						
Resource Utilization Samples, iPad, Vouchers, Co-pay Cards, FTF, MAP tool, etc.						

INFLUENCE SELLING

Please score the sales representative with the following scoring system:

1= Does NOT Meet Expectations 2= Needs Improvement 3= Meets Expectations 4= Exceeds

ENGAGE	SCORE
Did the representative have a plan for EXALGO/PENNSAID/SDP? (See Pre-call Planner)	2 = Needs Improvement
Did the representative make a connection with the customer? (Make eye contact, firm handshake, etc.)	3 = Meets Expectations
Did the representative open the call with: ▶ An effective opener on the HCP's agenda (win-win)? ▶ A personal conversation with an emotional transition?	3 = Meets Expectations
Did the representative use an <i>Understand</i> question to get on the agenda of the customer before messaging on EXALGO/PENNSAID/SDP?	2 = Needs Improvement
Did the representative use an <i>Influence</i> question by: ▶ Turning their message into a question on the agenda of the HCP ▶ Using Emotion ("Would you mind sharing your opinion..."; "Help me understand...", etc.)	2 = Needs Improvement
Did the representative listen to the HCP's response? (Stop and listen before responding and respond appropriately)	3 = Meets Expectations
SHARING AN INFLUENTIAL STORY	SCORE
Did the representative transition effectively to an EXALGO/PENNSAID/SDP message while staying on the agenda of the customer?	3 = Meets Expectations
Did the representative maintain a two-way dialogue?	2 = Needs Improvement

SHARING AN INFLUENTIAL STORY (cont'd)	SCORE
Did the representative make their story stick by effectively using the following influence techniques when discussing EXALGO/PENNSAID/SDP: <ul style="list-style-type: none"> ► Logic: Logical story (move the HCP to the next step of the product adoption continuum), clear and simple, interesting, credible, relevant ► Emotion: Emotional story, make the patient come to life, belief and passion ► 5 Senses/Other: Physically involve the HCP, sight, sound, surprise/ mystery, etc. 	2 = Needs Improvement
Did the representative handle objection(s) based on EXALGO/PENNSAID/SDP effectively? <ul style="list-style-type: none"> ► Understand the motive of HCP ► Follow the steps - Acknowledge, Clarify, Reframe, Confirm ► Utilize <i>Influence Words and Actions</i> (e.g., welcome the objection, <i>and</i> versus <i>but</i>, etc.) 	3 = Meets Expectations

GAIN COMMITMENT	SCORE
Did the representative check in with HCP during the conversation to ensure alignment and agreement of what was being discussed?	3 = Meets Expectations
Did the representative use a trial close to understand how close the HCP was to making a commitment? (Examples: Logic - "Does that seem reasonable?" Emotion - "Do you feel that makes sense for your patients?")	3 = Meets Expectations
Did the representative ask for a specific commitment, or allow the HCP to commit to something that was specific, measurable, actionable, reasonable and time oriented?	3 = Meets Expectations
TOTAL SCORE: /52	34

INFLUENCE SELLING/BRAND MESSAGING UTILIZATION	COMMENTS
<i>Adhere to Brand Strategy, Operation Change Agent</i>	
EXALGO	Very nice presentation. Use iPad App with patient profiles to help define pa
PENNSAID	Solid presentation observed. Note: stayed on label when Dr discussed alte
SUMAVEL DOSEPRO	Very presentation of benefits, administration and AEs. I recommend additio

INDIVIDUAL DEVELOPMENT PLAN	COMMENTS
Objective 1: Xartemis training	Complete training.
Objective 2:	
Cultural Hallmarks: Expert (E) Advanced (A) Proficient (P) Basic (B)	
Engaged: Advanced (A)	Competitive: Advanced (A)
High Performing: Advanced (A)	Collaborative: Expert (E)
Trustworthy: Expert (E)	

OVERALL COMMENTS:

Ginger,
Thanks for the productive field ride. Your presentations of portfolio is very solid particularly with Sumavel. During the presentation at lunch, there were some lost opportunities to get a stronger understanding of the Dr's needs. At times, you fell off his agenda. Your F&B presentations were very strong and no detail was omitted. He was engaged the whole time. The opportunity lost was to ask more Influence Questions such as "Tell me about a patient you switched to Exalgo" or "How do you select a LOA and what factors do you consider?" During the conversation, Dr Marsh eluded to patient types and I think it would have been a big win if you took time to listen to his current habits and probe to uncover more opportunities for Exalgo. Overall, this was a positive call and you have a lot to build on. He was engaged from the beginning and you had no problem transitioning from one product to the next. Always remember to stay on the HCP's agenda. "Check-in" to make sure the information you are discussing is important to the HCP's practice. Thanks for exhibiting such strong product knowledge during our field ride.
Ginger, it's important to note that your willingness to help Rick get acquainted with your old targets is a perfect example of one of our Cultural Hallmarks, Collaboration. This type of behavior will help lead us to achieving our goals as a district and a company.

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