

Barry Steenburgen October 29<sup>th</sup> - December 10

Overall I feel Barry is gaining confidence everyday by calling on the customers we provided him in this short 1.5 month time frame. Of course he is new to pharmaceutical sales, but his device background definitely helps. I was impressed with his quick uptake on the sales aid and wording used thru out the MSA as well as his analysis of the territory and where he thought he would be able to make a difference. Initially he had responsibility for KC North and KC South. I provided him approx 25 targets for each product, but he took it upon himself to seek out more targets and moved the business in a positive manner.

Barry was able to produce the following prescriptions from October 29- November 26  
Exalgo – approx 50 prescriptions  
Pennsaid – approx 10 prescriptions

Here are the things he does well and things that he needs to develop.

#### What he does well

1. Gaining comfort and confidence each day
2. Comfort with Pharmacy Calls.
3. Recognition from staff and physicians (Dr. Simon & Nalamachu)
4. Very coachable and is eager to learn the ins and outs of how to get it done.
5. Setting up appts and lunches for Richard & Michelle starting December 13th.
6. Communicating benefits when physician is very difficult to talk with (Dr. Leonard)

#### Things to develop

1. Have a plan of what you want to say before you go in. (pre call plan)
2. Know what probing questions to ask since you are new to customer and industry. I asked him to say what you know and ask what you don't.
3. If you only get 10 seconds, what point do you want to communicate?
4. Utilize MSA as much as possible as 80% of people are visual learners.
5. FTF ready to hand out any time a discussion around coverage comes up
6. Overall comfort and confidence thru day to day activities
7. Manage markets verbalization

As I mentioned earlier, he is gaining confidence and comfort each and every day. He is eager to learn how and what he needs to do better. I am sure he will develop into a very productive and effective representative soon.

Call me if you need anything else.  
Kitcha

Barry Steenbergen December 13, 2010 – February 11, 2011

In the 8 weeks Barry has been covering the San Jose territory, he has made many positive contributions. Initially, I gave Barry the territory target list along with Weekly IMS data so he could figure out who to target. Barry, quickly identified the most important targets and developed a routing in order to maximize his selling time. In addition to his contributions to the San Jose territory, Barry has been an active participant on District conference calls and he provides feedback via Outlook upon request.

In terms of his sales performance, listed below is a snapshot of what the San Jose territory has produced prior to Barry as well as what he has been responsible for. Keeping in mind that the December data is for the full month and Barry was in the territory mid month, he does deserve some of the scripts.

	<u>Q'1</u>	<u>Week ending 1/21</u>
Pennsaid	28	31
Exalgo	47	4.4
TussiCaps	265	61

When Barry came to the San Jose territory, my expectation was for him to maintain the Exalgo and TussiCaps script volumes while penetrating the topical NSAID market. Barry has exceeded my expectations in that he has developed a couple of new Exalgo prescribers; namely Dr Steven Mangar in Salinas, while maintaining the territory's largest prescriber; Dr Melinda Brown. Through December, the San Jose territory stands at 124% to goal with Exalgo.

In addition, Barry has maintained the TussiCaps business as the monthly average for Q'1 was 88.3 scripts and Barry has generated 61 scripts through 3 full weeks of data for January. He is on track for the month of January.

The most impressive result of Barry's efforts are with Pennsaid where he has had enormous success! The San Jose territory had a total of 28 scripts over 3 months for an average of 9.3 scripts/month. In the last 2 weeks of IMS data (week ending 1/14 & 1/21), Barry has generated 29.9 TRx's and a total of 31 for the three full weeks of January. Truly a terrific job!

#### What Barry does well

1. Good product messaging
2. Use of sales materials; sales aids, Fingertip Formulary, Top 5 plans, etc
3. Gaining access to see physician's
4. Follow up with key customers
5. Setting up appointments & lunches for additional selling opportunities
6. Great positive attitude
7. Very coachable

### Things for Barry to develop

1. Continue to use all sales materials as they add credibility to his selling message
2. Pre-call planning prior to each call in identifying a unique call objective for each customer
3. Leverage co-pay cards, Pharmacy Locator, Prior Authorization Program and Fingertip Formulary resources as significant benefits for the physician and patient
4. Utilize samples as a sales aid in showing physician the value to his or her practice. Each box containing 6 individual patient starts for 3 full days of therapy.
5. Mentally challenge physicians with a selling message that will make an impact. Most often, physician's hear what is being said but do not listen. When given 10 seconds of time, deliver the most impactful message that requires the physician to think about what is being said. An example of this with Pennsaid could be; Pennsaid is the only topical NSAID that has data illustrating a reduction in pain while improving physical function.
6. Stronger comfort around third party payers

Overall, Barry has done a very nice job during his 2 months in the territory. He has made a great impact with Pennsaid which will allow for a seamless transition for Lisa Vierra upon her return from Sales Training.

Please let me know if more explanation or information is needed.

Alex Panzardi