

General Information						
Representative: Brown (C), Trisha Territory: (10603) BEL AIR, MD				Status: Closed District Manager: DARRELL, MARY Date: 6/16/2014		
Performance Metrics						
Performance Metrics	Q1	Q2	Q3	Q4	YTD Rank	Comments
XARTEMIS XR Goal Attainment						Below goal
EXALGO Goal Attainment						N/A
PENNSAID 2% Goal Attainment						Below goal
Overall Rank						
Sales Execution Metrics						
Sales Execution Metrics	QTD	Month 1	Month 2	Month 3	Comments	
Reach Attainment		80%	80%			
Frequency		80%	80%			
Pharmacy Calls Per Day		80%	85%			
Resource Utilization (Samples, iPad, Vouchers, Co-pay Cards, FTF, MAP tool, etc.)		95%	95%			
Evaluation Focus for Current Form						
<div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> Type: INFLUENCE SELLING - ENGAGE </div> <div style="width: 33%;"> Item: Did the representative have a plan for XARTEMIS XR/EXALGO/PENNSAID 2%? (See Pre-call Planner) </div> <div style="width: 33%;"> Rating: Meets Expectations </div> </div> <p style="margin-top: 10px;">Observations: 6/18/2014 8:50:19 AM - DARRELL, MARY - Trisha has a plan for her day and lunch with Dr. Nyugen. She did a nice job following through at the pharmacy and surgery center.</p> <p>Development Plan: 6/18/2014 8:50:19 AM - DARRELL, MARY - I suggested doing a lunch at the surgery center to get to know the other surgeons that practice there. Getting the surgery staff on board will increase thier use of XXR in the center.</p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> Type: INFLUENCE SELLING - ENGAGE </div> <div style="width: 33%;"> Item: Did the representative use an Understand question to get on the agenda of the customer before messaging on XARTEMIS XR/EXALGO/PENNSAID 2%? </div> <div style="width: 33%;"> Rating: Meets Expectations </div> </div> <p style="margin-top: 10px;">Observations:</p> <p>Development Plan:</p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> Type: INFLUENCE SELLING - SHARING AN INFLUENTIAL STORY </div> <div style="width: 33%;"> Item: Did the representative maintain a two-way dialogue? </div> <div style="width: 33%;"> Rating: Meets Expectations </div> </div> <p style="margin-top: 10px;">Observations:</p> <p>Development Plan:</p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> Type: INFLUENCE SELLING - GAIN COMMITMENT </div> <div style="width: 33%;"> Item: 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? </div> <div style="width: 33%;"> Rating: Meets Expectations </div> </div> <p style="margin-top: 10px;">Observations: 6/18/2014 8:50:19 AM - DARRELL, MARY - Trisha has 2 way dialogue, but as we</p>						

discussed, she talks very fast and sometimes over her customers.

Development Plan: 6/18/2014 8:50:19 AM - DARRELL, MARY - We talked about slowing down and adding a pause before answering or commenting on what your customers have shared. You may be missing some valuable information by responding so quickly.

Type: INDIVIDUAL
DEVELOPMENT PLAN

Item: Objective 1 :

Rating:

Observations: 6/18/2014 8:50:19 AM - DARRELL, MARY - Trisha, your lunch with Dr. Nygen was very successful, He offered to give you a surgery day.

Development Plan: 6/18/2014 8:50:19 AM - DARRELL, MARY - As we have discussed, listening is critical. You talk very fast and at times, over your customer. Be patient and let them finish their comments and add a pause before you comment. It seems like you are ready to jump in and comment before they have completed their thoughts. You may be missing valuable information by jumping in.

INFLUENCE SELLING/BRAND MESSAGING UTILIZATION				
INFLUENCE SELLING/BRAND MESSAGING UTILIZATION		COMMENTS		
XARTEMIS XR		Your trialists for XXR are unexceptable. You have 1 trialist to date. We have discussed at length your strategy and plan. I am confident with the change in focus from pain to surgeons your sales will increase.		
EXALGO (Adhere to Brand Strategy, Operation Change Agent)		N/A		
PENNSAID 2%		Continue to convert all 1.5% to 2%		
Evaluation Focus for Cultural Hallmarks				
Engaged	Competitive	High Performing	Collaborative	Trustworthy
Proficient (P)	Proficient (P)	Basic (B)	Proficient (P)	Proficient (P)
District Manager Overall Comments				
<p>Comments: 6/18/2014 8:50:19 AM - DARRELL, MARY - Trisha, we have discussed the need to follow through will HCP's comments and concerns. Do not take anything for granted. Follow up and Follow through will keep XXR on your customers minds when it is time to prescribe for the appropriate patient. This also applies to all pharmacy calls. On our lunch 6/10 with Dr. Nyugen you did a good job presenting the benefits of XXR for his patients. We immediately followed up with the surgery center and pharmacy. It is imperative that you continue this level of follow through on all calls with your surgeons. They need constant reminders even after the first Rx is written. As discussed above slow down your presentations. You are ready to comment on what they are saying before they are finished. At times you are talking over them. Adding a pause/breath before you comment will let your customers know you are listening to them and collecting your thoughts before you answer or address any questions they may have. Good Job today with Dr. Nyugen, we need more calls like that to increase your XXR Rx's. Quickly We have talked about your pharmacy list and updating it. I haven't seen you share that with your customers. Update frequently and use as a leave behind for all your customers.</p>				
Representative General Comments				
Comments:				
Regional Director General Comments				
Comments:				
VP/HO General Comments				
Comments:				