



DARE TO COMPARE

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August 2009

POA Objective

Achieve your share goals and Win the Fall!

Top Performers

See if you made the list!

Branded Opportunity

Look where NASONEX® is taking share from the brands!

Best Practices

Pearls from the POA. Hear what your colleagues have to say!

Promotional Resources

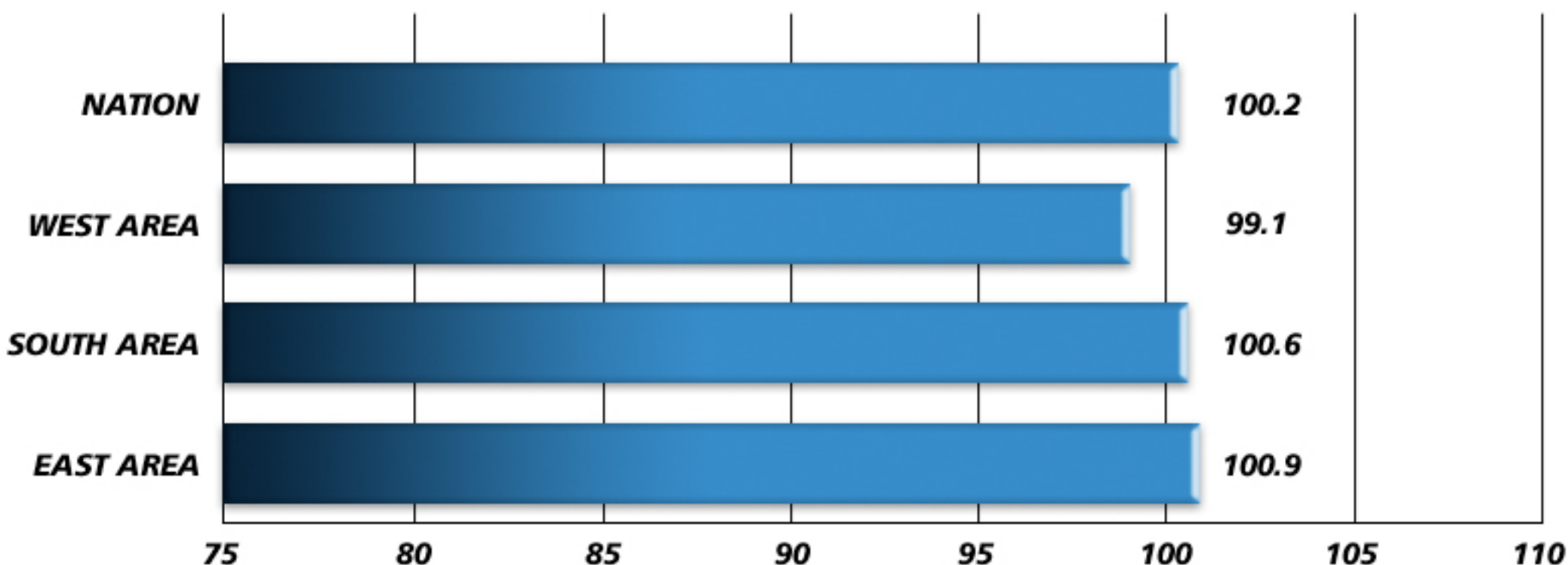
Leverage all of your Resources to WIN THE FALL Allergy Season!

WIN THE FALL

NOTE FROM SALES LEADERSHIP AND MARKETING

Congratulations on achieving 100% goal attainment across the country for the month of June. With this accomplishment and your hard work at the POA meeting, we feel confident that you are well positioned to go out and WIN THE FALL Allergy Season. This time of year is critical for NASONEX to hold the momentum that we have built in the first half of 2009. Remember to take advantage of the best practices you have gained during your POA meeting to help you effectively sell NASONEX versus your key growth competitor on every call. We are confident that, with your hard work, NASONEX will WIN THE FALL!

NASONEX GOAL ATTAINMENT: JUNE 09



POA OBJECTIVE

Hard work and preparation are the key to having the confidence to ask your physicians to Dare to Compare NASONEX® and WIN THE FALL Allergy Season. Remember to focus on the NASONEX® Execution Priorities by:

- ***Maximizing branded business opportunities***
- ***Identifying key growth competitor with each customer with effective pre-work planning***
- ***Setting up the outdoor and indoor sufferer (Any Time of Year)***
- ***Selling head-to-head versus growth competitor***

We believe these four steps will help you CRUSH your 2009 IC Goals and Win the Fall Allergy Season.

ANY TIME OF YEAR PATIENT

Try using the following market research findings with your physicians to set-up the NASONEX® "Any Time of Year" patient

- ***Medical Profile***
 - ***Suffers from indoor and outdoor nasal allergies throughout the year***
 - ***Is not aware what allergen they are allergic to***
 - ***Suffers in all 4 seasons, but not 365 days a year***
 - ***Most bothered by nasal congestion***
- ***Behavior***
 - ***Identify self as an information seeker looking for symptom relief***
 - ***Relies heavily on a physician's care and wants better control of nasal allergies***

TOP PERFORMERS* - July

Congratulations to our top districts and territories who continue to drive momentum through the summer.

Key/Kenilworth

TOP 5 DISTRICTS

EAST		SOUTH		WEST	
DISTRICT NAME	C4 vs P4	DISTRICT NAME	C4 vs P4	DISTRICT NAME	C4 vs P4
LOWER MANHATTAN NY	1.40%	FORT LAUDERDALE FL	1.41%	ANN ARBOR MI	1.22%
WEST PITTSBURGH PA	0.98%	MONTGOMERY AL	1.26%	SOUTH DENVER CO	0.96%
HOBOKEN NJ	0.63%	CHATTANOOGA TN	0.85%	NORTH CHICAGO IL	0.77%
SOUTH WASHINGTON DC	0.62%	JACKSONVILLE FL	0.82%	MILWAUKEE WI	0.72%
SOUTH BOSTON MA	0.35%	WINSTON-SALEM NC	0.81%	WEST SACRAMENTO CA	0.64%

TOP 10 TERRITORIES

EAST		SOUTH		WEST	
TERRITORY NAME	C4 vs P4	TERRITORY NAME	C4 vs P4	TERRITORY NAME	C4 vs P4
CONCORD NH	3.62%	HOLLYWOOD FL	3.45%	LAKE FOREST IL	3.03%
NEW LONDON CT	2.70%	SOUTH JACKSON TN	3.12%	BAKERSFIELD CA	2.93%
LOWER EAST NYC NY	2.60%	BROWNWOOD TX	2.54%	GRAND ISLAND NE	2.56%
GREAT NECK NY	2.14%	ASHEBORO NC	2.33%	ANN ARBOR MI	2.05%
CHAMPLAIN VALLEY NY	2.11%	PENSACOLA FL	2.14%	SAN LUIS OBISPO CA	2.04%
MORRISTOWN NJ	1.96%	WINSTON SALEM NC	2.08%	ORLAND PARK IL	1.76%
EAST BRUNSWICK NJ	1.92%	JACKSONVILLE NORTH FL	1.98%	MUSKEGON MI	1.69%
ALLENTOWN PA	1.89%	SOUTH MONTGOMERY AL	1.91%	WALNUT CREEK CA	1.57%
GREATER ALBANY NY	1.81%	GULFPORT MS	1.87%	EAST KANSAS CITY MO	1.55%
HACKENSACK NJ	1.79%	DELTA MS	1.85%	COLORADO SPRINGS CO	1.50%

*Current 4 Week - Previous 4 Week TRX Share Change
7/6/09 to 7/31/09 vs. 6/1/09 to 6/26/09

BRANDED OPPORTUNITY



- *Identify targets with high branded volume and share*
- *Ensure business plans and resources focused on high branded volume and share customers*

Refer to the tracking report available at the GBA web site under special initiatives

Click here to see how you're doing: [GBA Sales Analytics Homepage](#)

Top districts who are taking share from the branded agents

<i>EAST</i>		<i>SOUTH</i>		<i>WEST</i>	
<i>DISTRICT NAME</i>	<i>C4 vs P4</i>	<i>DISTRICT NAME</i>	<i>C4 vs P4</i>	<i>DISTRICT NAME</i>	<i>C4 vs P4</i>
<i>WEST PITTSBURGH PA</i>	<i>2.36%</i>	<i>MONTGOMERY AL</i>	<i>3.22%</i>	<i>SAN BERNARDINO CA</i>	<i>2.02%</i>
<i>LOWER MANHATTAN NY</i>	<i>1.62%</i>	<i>SHREVEPORT LA</i>	<i>2.37%</i>	<i>OMAHA NE</i>	<i>1.92%</i>
<i>NORTH VIRGINIA</i>	<i>1.47%</i>	<i>AUSTIN TX</i>	<i>2.20%</i>	<i>EAST INDIANA</i>	<i>1.82%</i>
<i>BOWLING GREEN KY</i>	<i>1.45%</i>	<i>JACKSONVILLE FL</i>	<i>1.88%</i>	<i>NORTH CHICAGO IL</i>	<i>1.52%</i>
<i>SPRINGFIELD MA</i>	<i>1.37%</i>	<i>WEST NASHVILLE TN</i>	<i>1.39%</i>	<i>ANN ARBOR MI</i>	<i>1.52%</i>

Remember to also manage the generic objection when appropriate. While this is a useful tool to identify the branded opportunity, the incentive goals are still focused on the commercial basket.







BEST PRACTICES

Here are a few Pearls of Wisdom captured from the recent POA meetings. Each of these probes can help you further uncover a physician's mindset on how he treats his nasal allergy patients.

- Patient Setup Probe – “How do your nasal allergy patients describe what their nasal allergy symptoms are like to you?” – From North/South Boston Districts***
- Dare To Compare Probe – While showing the check chart in the Visual Aid, ask the physician “Of all of these features, which feature is the most important to you?” – From North/South Boston Districts***

If you would like to submit your best practice, please send it to Pamela.smith14@spcorp.com

PROMOTIONAL RESOURCES

RESOURCE	DIRECTION
 <p>Implementation Guide NUT0439</p>	<ul style="list-style-type: none"> • This message flow will help you better articulate the new Sales Aid. • Be sure to Dare to Compare by selling against the identified growth competitor at the beginning of each call.
 <p>Sales Aid NU1143</p>	<ul style="list-style-type: none"> • Sales Aid has been updated with a Branded Check Chart to help you sell against any competitor! • Click here to review the articulate on how to best utilize the new sales aid.
 <p>\$15 Coupon NU1198</p>	<ul style="list-style-type: none"> • Manage cost objection after delivering NASONEX® efficacy benefits in outdoor and indoor nasal allergy, and nasal polyps patients. • Important: Coupons received starting in September will have an expiration date of March 31, 2010.
 <p>NASONEX® Fall e-Detail NU1164</p> <p><i>*MN specific invite card NU1194</i></p>	<ul style="list-style-type: none"> • This interactive online HCP program reviews NASONEX® for indoor and outdoor nasal allergy symptoms "Any Time of Year." • This program went live in August. In addition to the ones you received, the NASONEX® eDetail Invitations are available for you to reorder.
 <p>Office staff/Pharmacist ClingZ NU1135</p>	<ul style="list-style-type: none"> • Target office staff in every office. • Target pharmacies that office staff members tell you they are getting call-backs from.
 <p>Adult and Pediatric Patient Education Brochure</p> <p>Adult (NU1098) and Pediatric (NU1099).</p>	<ul style="list-style-type: none"> • Remind physicians and office staff that their patients can sign up for coupons from Nasonex.com. • Stress NASONEX.com and the 1-877-NASONEX for ongoing patient support.