

SCHERING PLOUGH/KEY PHARMACEUTICAL NORTHEAST TERRITORY

Preparation for Territory Assignment

- *Meet with district manager Mark Blazejewski and familiarize myself with the field of pharmaceutical sales and the opportunities within it.

- *Learn the disease states of allergic rhinitis and asthma.

- *Know my product line to a point of complete confidence in representing it and completely understand all administrative functions and procedures including company protocol.

- *Understand the language of the pharmaceutical field to better aid myself in communicating with my peers and future clients.

- *Meet my team and explore the daily regiment of what is the most effective time management to properly cover the 4 zones in a 4 week period.

- *Research the market trends, recognize who our competition is and begin to determine what our edge is over them.

- *Research the HMO industry and familiarize myself with which companies may need to be targeted for a better understanding of why our product far exceeds the present one they are recommending.

- *Study the present plan utilizing the 4 zone strategy and begin to develop new and innovative selling strategies that will ensure market share growth in this territory.

- *After completing 3 weeks IHT and 3 weeks in the home office begin organizing a territory and business plan for the next month.

Market Analysis/Focus

Initial focus will be to target physicians in the Ulster, Orange and Sullivan County territory and educate them on the benefits of our product line in treating both allergic rhinitis and asthma. The goal is to dual detail, sell both Claritin and Nasonex as effective first and second line therapies for the treatment of allergic rhinitis. Vanceril has been a leading product for the treatment of asthma and will be supported as such to ensure our market share, and in turn we look forward to the introduction of Asmanex. I will promote Asmanex as the most effective therapy for use in-patients with mild, persistent and severe asthma. One of the challenges that I will face is to educate all HMOs on the benefits of our product line over our competition to ensure their support in increasing the market share. I feel that I can be an effective team player and will contribute to the growth and support of the team to increase market share in our territory and be an asset on all levels.

Days 1- 30

- *Send an introduction letter to all customer contacts and follow up 3-5 days later to schedule appointments to meet each of them over the next 4 weeks.
- *Plan and execute a "territory travel tour" and visit identified physicians and meet with them as their new Schering Plough account representative.
- *Learn names and something personal about each doctor/front-desk/gatekeeper to begin to build positive relationships.
- *Learn and understand issues facing territory customers.
- *Prioritize key accounts for opportunity or immediate needs.

Days 31- 60

- *Meet with district manager to review and access first 30 days in the field.
- *Concentrate on becoming actively involved with all accounts for product promotion/sales.
- *Visit all territory pharmacists to educate and develop rapport to ensure a good support relationship so when asked for an opinion from a physician, the pharmacist will not hesitate to recommend our product over the competitors.
- *Maintain high level of contact with other team representatives to form positive strategies as a team.
- *Fine tune presentation style and continue training with nightly study sessions.

Day 61- 90

- *Communicate as a team where the strengths and weaknesses are in your territory to maintain and exceed projected goals.
- *Meet with district manager as a team and develop a "game plan" for the next two quarters setting higher goals than the previous year.
- *Work with district manager to perfect my skills to work more efficiently.
- *Continue to support customers every way possible.
- *Set appointments for month ahead making it more personal by scheduling functions lunches or any alternative social setting.