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CC: CN=Darren Keith Roach/OU=AM/O=LLY@Lilly; CN=Vincent P Truax III/OU=AM/O=LLY@Lilly
Date: 02/05/2003 09:54:49 AM
From: CN=Karen Behar/OU=AM/O=LLY
Subject: Segmentation tips.....

Central O.N.E. Team,

Great example from Cindy Gambino as she keeps segmentation alive and supports the Zyprexa message elements in her dialogue with customers.

Good Selling,

Karen

----- Forwarded by Karen Behar/AM/LLY on 02/05/2003 09:50 AM -----

Cynthia P Gambino

02/05/2003 01:43 AM

To: Robert W Davenport/AM/LLY@Lilly, Scott A Flatt/AM/LLY@Lilly, Brooke A Hayes/AM/LLY@Lilly, Vicki L Paskert/AM/LLY@Lilly, Christina M Schmidt X1/AM/LLY@Lilly, Matthew D Smith/AM/LLY@Lilly, Ronald L Stiver/AM/LLY@Lilly
cc: Karen Behar/AM/LLY@Lilly
Subject: Segmentation tips.....

Indy SPEED: How can we "up our game" in selling to our Skeptical Experimenters??????

TIPS ON SEGMENTATION: Skeptical Experimenter

Tools:

1. Tollefson reprint - it's industry sponsored but it supports the NIMH study (NOT industry sponsored) from last year!!! More "proof".....
2. Tollefson reprint - only atypical thus far to have shown comparable efficacy to Clozaril - Risperdal vs. Clozaril study did not show comparable

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efficacy - more "proof" that there are differences between Risperdal and Zyprexa.

3. Tohen reprint - it's also industry sponsored but it supports the same conclusions to that of 3 other studies, one being from Abbott themselves (p. 1015)
4. Use new detail pieces as "new data"..... "Can I get your thoughts on this new data based on your clinical experience?"

Strategy:

1. Not worried about indication/label - TALK BROAD SX EFFICACY!!!
2. Get them to talk about their experience! THEY ARE IN CONTROL OF PATIENT TREATMENT!
3. Don't tell them what their experience is or has been!
4. Get their agreement to try Zyp in a new way.....
5. "Will you get your own experience by using Zyp in a pt. like the one we've discussed today"?
"Will you try Zyp and see for yourself....."
6. DON'T be too defensive if they disagree!! Tone is especially important!!! Acknowledge their concerns!!!
7. Progressive team selling especially important with these customers!!! Chip away little at a time!!!
8. Who do they respect? Like? Schedule roundtable lunch/dinner with that person ASAP!!
9. Use them as case presenters at small, round table venues

hope this helps!! Cindy