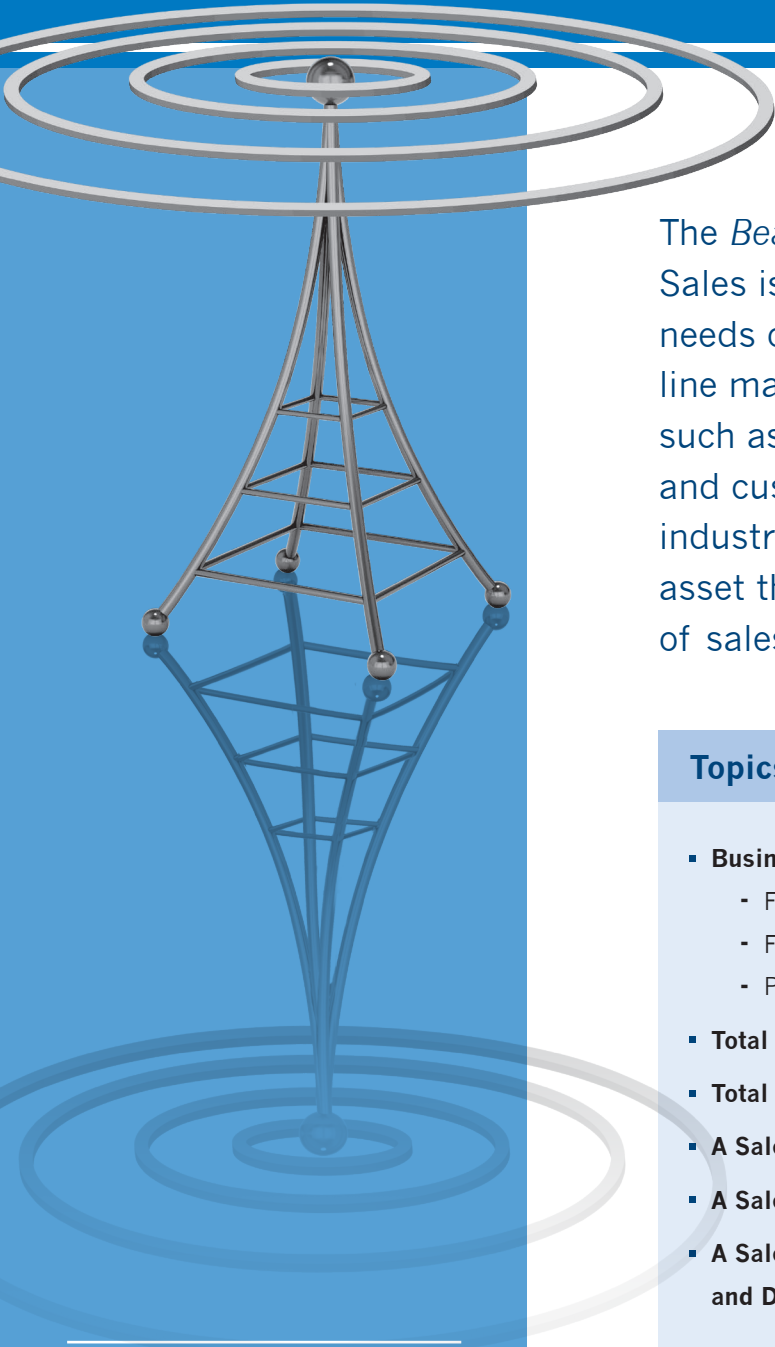


Beacon Series™ on Pharmaceutical and Biotech Sales



The *Beacon Series*™ on Pharmaceutical and Biotech Sales is designed to address the changing training needs of today's sales representatives and front-line managers. Focused on "non-traditional topics" such as business acumen, pharmaceutical finances, and customer operations that are at the heart of the industry's new sales models, this series provides an asset that can significantly improve the effectiveness of sales team members.

Topics covered include:

- **Business Acumen Suite**
 - Follow the Dollar: Pharmaceutical and Biotech Finance
 - Follow the Dollar: Sales Force Impact on Profit and Loss
 - Practical Frameworks for Analysis and Planning
- **Total Office Call – Primary Care**
- **Total Office Call – Specialty**
- **A Sales Representative's Introduction to Marketing**
- **A Sales Representative's Introduction to Managed Markets**
- **A Sales Representative's Introduction to Drug Discovery and Development**



PHARMACEUTICAL
INSTITUTE

KNOWLEDGE FOR ACTION®

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ABOUT THE PHARMACEUTICAL INSTITUTE

Pharmaceutical Institute is a subsidiary of Campbell Alliance, the leading management consulting firm specializing in the pharmaceutical and biotech industry. Our training specialists partner with Campbell Alliance's subject-matter experts to develop high-impact specialized training solutions for improving the effectiveness of professionals in key industry functions.



Business Acumen Suite

This three-part suite improves sales team effectiveness by addressing “front-burner” topics that are increasingly important for sales professionals. Business Acumen e-courses include:

- Follow the Dollar: Pharmaceutical and Biotech Finance
- Follow the Dollar: Sales Force Impact on Profit and Loss
- Practical Frameworks for Analysis and Planning



Total Office Call – Primary Care

This course identifies the various players in a primary care physician practice, explores their concerns, and describes how pharmaceutical and biotech companies can provide support for their concerns.



Total Office Call – Specialty

This course identifies the various players in a specialty physician practice, explores their concerns and barriers to product access, and describes how pharmaceutical and biotech companies can provide support for their concerns.



A Sales Representative’s Introduction to Marketing

This course provides sales representatives a high-level overview of the Marketing group at a typical pharmaceutical or biotech company. It gives them a better understanding of the role of Marketing in ensuring a product’s success from discovery and development through patent expiration.



A Sales Representative’s Introduction to Managed Markets

This course gives sales representatives a high-level overview of the Managed Markets function at a typical pharmaceutical or biotech company and how the group works to improve access for a company’s products.



A Sales Representative’s Introduction to Drug Discovery and Development

This course gives a high-level overview of what a pharmaceutical product goes through from early discovery through development to give sales reps a better understanding of the time, effort, and money involved in bringing a drug to market.