

Pinetonina™  
Sales manual  
“How did you sleep last  
night?”  
6 December 2018





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## Introduction

The Fagron Pinetonina™ Sales manual is a document created to provide FACOs with suggested sales approaches that sales and medical representatives can use when meeting prescribers and pharmacists.

## Prescribers approach

### General information

#### 1) Prescribers - targets

- Psychiatrists (in countries that patients have them as a first consultation step and not a general practitioner)
- General practitioners;
- Cardiologists (physical symptoms of stress and anxiety are related to heart conditions – e.g. palpitations);
- Dermatologists (skin diseases are related to stress and anxiety);
- Orthomolecular doctors (Orthomolecular medicine, a form of alternative medicine, aims to maintain human health through nutritional supplementation).

#### 2) Methods to promote to prescribers

Pinetonina™ can be promoted to prescribers through:

- Fagron sales representatives;
- In certain countries where it is not prohibited, sales representatives of pharmacies which compound Pinetonina™ can be encouraged to communicate the product to prescribers;
- Presence in pharmaceutical events and congresses with:
  - Trained staff that promotes Pinetonina™ in the stand during the events – samples and brochures can be provided to the visitors;
  - Anxiety disorders/ stress treatment courses and lectures by KOMs/KOLs during the events, mentioning Pinetonina™ in these courses/lectures. If it is not possible to mention Pinetonina™ directly, a mention to natural products/ essential oils should be done;
- Fagron academies for prescribers or mixed events for pharmacists and prescribers.

#### 3) Promotion materials and supporting tools

- Flyers for prescribers;
- Flyers for the patients. They are placed in prescriber's office for promotion to patients in the waiting room;
- Product flyers from pharmacies promoting Pinetonina. If supported by the business model of the local FACOs it is suggested that our marketing teams create personalized marketing material for our key pharmacy customers.

We can create communication material personalized with the pharmacy logo. These flyers can be then communicated by the medical representatives of the compounding pharmacies to the prescribers.

This model was introduced in Brazil to compounding pharmacies as extra incentives to order quantities of our brands as an added value personalized marketing service. It has been proven to work well with major customers building commitment with them and extra brand promotion to prescribers for free;



- Training presentation for prescribers. Presentations designed for prescribers should be based on graphics and diagrams so that they are easily readable and explainable by our medical representatives;
- Backup literature for further support of the product;
- Questionnaire for consumers. We can deliver a questionnaire to key prescribers which they can hand out to patients to get feedback on the use of Pinetonina™ and patient compliance;
- Document with FAQs from patients;
- Samples of Pinetonina™ 50% v/v nasal spray.

### **Product presentation process**

#### **Question to start the conversation.**

#### **It is important to present the product to the prescribers as a first step safe approach to patients with sleep and stress disorders.**

On the first approach, always depending on the doctor's specialty, asking questions about patients with sleep and stress disorders can drive the conversation to the introduction of Pinetonina™. Some examples of introductory questions as shared by medical representatives already successfully introducing Pinetonina™ in their markets are the following:

- Do you have patients with sleep problems? / Do you have patients with stress disorders?
- Are they patients that have already used other therapeutic approaches that did not work effectively or are just looking for consultancy?
- What products do you normally prescribe or advise patients to take?

It is essential at this point not to talk with a negative way about competitive products or alternative therapeutic approaches. It is important that we present our product on a scientific way along with product's USPs. If we know our strong selling points and advantages to competitive products it is easy for the prescriber to understand the differences.

Only when the prescriber is challenging us with specific competitive products, only then we engage in a product specific discussion in order to handle objections which are related to the comparison of Pinetonina™ to the competitive product.

You can find this information on the Introduction to Pinetonina™ document.

The presentation of the product can be done in different ways based on the skills and expertise of our med reps. One broadly accepted approach is the DAPA method:

- Define prescriber's needs,
- Accept that the needs are understood by both parties (us and the prescriber);
- Present product characteristics that meet the needs of the prescriber, prove that Pinetonina™ meets the prescriber needs for his patients;
- Acceptance of the proofs by prescriber. We make sure that prescriber accepts the proof presented and if not then we need to follow a clear objection handling process.



## Presentation of Pinetonina

For the presentation of Pinetonina™, the following structure is advised:

- Description.
- Indications.
- Advantages of the product.
  - Nasal route of administration (delivery via the olfactory bulb, quick absorption and quick effect are the most important).
  - Natural active ingredients known not to have side effects.
- Efficacy studies.
- Mechanism of action.
- Safety.

You can find this information on the Introduction of Pinetonina™ document.

## The 2/3 minutes approach

In case there are only 2-3 minutes available for an introduction, the experience of sales representatives in other countries shows that the following information is the most effective in order to promote Pinetonina™:

- The advantages of intranasal application.
  - More specifically about intranasal application, the most effective way to introduce the product is by highlighting the very quick effect and explain the efficacy studies of the brain waves;
- The advantages of natural products that have ingredients that are not known for side effects or dependence.
  - It is widely accepted that natural products are safe, without side or adverse effects;
- Highlight that Pinetonina™ is an easy to carry product. (increases patients' compliance)
- Simple compounding process. (Increased profit to effort ratio)'.

Of course, the content of the 2-3 minutes introductory approach can be adapted to the main focal points of interest of the prescriber either based on the interview questions or the information we managed to accumulate by the secretary or other “watch dogs”.

## Objections handling

Based on feedback from the medical representatives of our local FACOs that have introduced the product and common concerns of prescribers on compounding products, the following main objections/concerns can be raised:

- Safety
- Efficacy / mechanism of action
- Route of administration / ease of use
- Patient compliance
- Price
- Product availability
- Ease of compounding process for the pharmacy
- Competitive products
- Prescription options (examples of how to write the prescription)



For this purpose, the FAQs for external use and the Introduction to Pinetonina™ document contain all the questions that prescribers can ask. You can use this document along with the Introduction to Pinetonina™ document in order to handle all the objections of prescribers.

### **Pricing information**

Most of prescribers' concerns are related to costs for patients.

Our medical representatives should be able to provide average price range of Pinetonina™ treatment for patients.

To communicate the price, the "Sandwich method" should be used:

1. Start with presenting the benefits of Pinetonina™;
2. Introduce the average price in the market for the product category and competitive products costs. An average cost of treatment for the patient with competitive products is advised;
3. Introduce Pinetonina™ price independently or in comparison to treatments with competitive products;
4. Add more benefits that Pinetonina™ has, to justify the price.

### **Availability of the product**

It is extremely important that supply chain of Pinetonina™ is secured. Pharmacies around prescriber's location should be informed about the product and also supply should be guaranteed through wholesalers and other distribution channels including online information.

#### **Global concept**

Part of the persuasion principles in sales communication is building references for the product. In order to do this and promote the international character of the company and the concept the following are advised:

- Give examples of countries where the product is being sold, to show that this is an international product and not just a local initiative. Pinetonina™ is already a very well sold product in Spain, Portugal and Brazil and was recently launched in USA;
- Give examples of countries that work with KOMs and KOLs;
- Explain for how long the concept has been in the market and how patients are satisfied.

### **Samples**

Providing prescribers with samples of the products facilitates the possibility of prescription. The samples can be presented by the prescriber to the patients in order to understand if the patient would like to use the product. At this point we should emphasize on the USP (unique selling points) of Pinetonina™ in terms of ease of use and compliance of patients.

### **Gift/Giveaway**

An original gift/giveaway can be offered to the prescriber as a brand reminder, while creating an emotional connection with the brand.

### **Conclusion of the meeting**

When finalizing the meeting it would be recommended to understand if the arguments/objections/questions of the prescriber were properly answered. A meeting should be always concluded with a question to the prescriber if he would be willing to prescribe the product. If not, then we focus on the reasons and try to overcome objections.



### **“Watch dogs” approach**

Sales and medical representatives go through waiting time in hospitals/clinics or offices before having the meeting with the prescriber. This waiting time can be used to obtain information.

- We should look around for competitive product flyers in the waiting room
- Try to figure out the demographic profile of the patients (old, young, social status)
- Introduce ourselves to the secretary, assistant or other personnel (the so-called in sales trainings “watchdogs”)

A “watch dog” is a person that works closely to the prescriber that will be visited but in a “lower” level of expertise – secretary assistants, students or other assistant doctors.

A good relationship with the “watch dogs” can be key for a successful approach to the targeted prescriber.

### **Suggested topics to approach/ask in a conversation with a “watch dog”:**

- Key fields of interest of the doctor;
- How many patients does the prescriber have per day, in average.
- Common characteristics of the patients? This can also be checked while waiting in the waiting room (age, gender, etc.).
- Diseases/conditions that the prescriber is specialized in.
- Average income of the patients (patients with a lower income are not willing to pay too much for a prescription).

**It is of great importance that we note the “watchdog” name and personal information. It is always a good discussion opener when we call for an appointment and a good relation is paid back with better access and a positive comment to the prescribers.**

### **Following meetings**

After the first meeting with the prescriber it is important to understand if the product is being prescribed and what is the prescriber’s feedback.

A follow up meeting should be arranged almost immediately after the first visit.

### **Suggested topics to be mentioned/asked:**

- Objections/concerns about the products;
- Patient’s feedback;
- Possibility of building patient cases;
- Product availability: are there any problems finding the product? Does the patient find it easily?
- If appropriate, introduce other Fagron concepts.



# Pharmacists

## General information

### 1) Pharmacy - targets

- Compounding pharmacies;
- Natural compounding pharmacies. Locate natural compounding pharmacies or pharmacies that are open to natural products.

### 2) Methods to promote to pharmacists

- The same as prescribers.

### 3) Promotion materials and supporting tools

- Flyers for the patients. They are placed on pharmacy's bench;
- Sales Training presentation for pharmacy personnel (how to promote Pinetonina™ to patients, customers, the "did you have a good sleep last night" question has been proven to be the best promoting question in all compounding pharmacies that are selling the products;
- Backup literature for further support of the product;
- Questionnaire for consumers/patients;
- FAQs of consumers;
- Samples of Pinetonina™ 50% v/v nasal spray.

## Product Presentation process

The presentation of the product can be done in different ways based on the skills and expertise of our sales reps. One broadly accepted approach is the DAPA method

- Define needs of Pharmacy;
- Accept that the needs are understood by both parties (us and the customer);
- Present product characteristics that meet the needs of the customer/pharmacy, prove that Pinetonina™ meets the pharmacy needs for his patients;
- Acceptance of the proofs by pharmacy. We make sure that customer accepts the proof presented and if not then we need to follow a clear objection handling process.

## Question to start the conversation.

In case of pharmacists, the main concept of questions is the same, but the questions are more in order to evaluate the market and sales of competitors and the pharmacist's preferences.

**It is important to present the product to the pharmacist as a first step safe approach to patients with sleep and stress disorders. Most of the people visiting a pharmacy may suffer from these symptoms. It is important that the pharmacist understands the Unique Selling Points of Pinetonina™ as a product safe, natural, that creates no withdrawal effect issues (addiction) and is an efficient first therapeutic approach to patients that suffer from early stages stress and sleep disorders.**

**It is essential to communicate that registered products (nasal sprays with essential oils) exist in Australia and US them being very popular.**





### 1<sup>st</sup> approach

On the first approach, asking questions about sleep and stress can drive the conversation to the introduction of Pinetonina™.

- Did you sleep well last night?
- Do you have customers/ patients with sleeping problems? / Do you have patients with stress?
- What products do you provide to them?
- Do you have a lot of products of essential oils/ melatonin/ valerian?
- Which products do you have?
- Which are the best sellers?
  - When approaching the pharmacists, you need to know where to position your product by knowing the competition.

### 2<sup>nd</sup> approach

- Start talking about stress and anxiety with numbers and statistics.
  - You can find information and statistics for anxiety in your country in the provided literature.
- Do you know that everyday stressors can lead to anxiety and severe medical conditions if not treated properly?
- Which products do you recommend to your customers for daily stress?

### **Presentation of Pinetonina**

Same as prescribers.

### **The 2/3 minutes approach**

- Same as prescribers.
- Simple compounding process. (Increased profit to effort ratio) – Pharmacists prefer simple compounding process.

### **Objections handling**

Based on feedback from the sales reps of our local FACOs that have introduced the product and common concerns of pharmacists the following main objections/concerns can be raised:

- Safety;
- Efficacy / mechanism of action;
- Route of administration / ease of use;
- Patient compliance;
- Price;
- Ease of compounding process for the pharmacy;
- Competitive products;
- Can it be sold directly by the pharmacy without prescription?

For this purpose, the FAQs for external use contain all the questions that pharmacies may ask. You can use this document along with the Introduction to Pinetonina™ document in order to handle all the objections of our customers.



### **Pricing strategy**

Pinetonina™ price can be introduced in a well-established approach. Different strategies can be followed when introducing the price to the pharmacists:

- Free samples at first approach;
- Price discounts when a certain quantity is ordered;
- Free sales training sessions to the pharmacy personnel when certain reasonable quantities of Pinetonina™ are ordered.

### **Availability of the product**

- We need to inform pharmacies that we have contacted prescribers in the area if we have done so.

Securing a supply chain by wholesalers and other distribution channels is crucial.

### **Global concept**

- Same as prescribers

We build references from compounding pharmacy success sales in other countries. *“Pinetonina™ is one of the most well sold products in compounding pharmacies (to the market it has been introduced) promoted directly by pharmacists to patients even without prescription as it is a natural origin product”.*

### **Gift/Giveaway**

- A gift can be provided to create an emotional connection.

### **Conclusion of the meeting**

Make sure that all the arguments/objections of the pharmacies were answered. A meeting should be always concluded with a question to the customer if he would be willing to place an order and promote the product on the pharmacy. If not, then we focus on the reasons and try to overcome objections.

## **Key Opinion Maker/ leader**

Key opinion makers/leaders (KOMs/KOLs) are, by definition, professionals who have expert product knowledge and influence in a respective field. They are trusted by relevant interest groups and have significant effects on consumer behavior. KOMs/KOLs usually have a more direct relationship with their audiences to share new product recommendations.

Relationships with KOMs/KOLs enhance the credibility of Pinetonina™.

### **How to create a Key Opinion Maker/Leader:**

Prescribers that believe on the efficacy of the product and its USP can be KOMs. On our approach to ask a prescriber to be a KOM the following need to be noted:

- Understanding the interest in working with Fagron;
- Inviting to congresses, as an attendant or/and as a speaker;
- Have them providing and building patient cases;
- Inviting to perform trainings to other prescribers and pharmacists in Fagron Academies.