

University Joints Industry

BARCELONA - 14th MARCH 2018

Galenicum ■ believe in life



Sales

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What do you think a sales team takes care of within a Pharmaceutical Company?

Have you ever considered joining a sales team?



B2B

VS.



B2C

What we take care of

API

- ▶ Exclusive distribution of **DRL** products for ES and PT
- ▶ Various partners on a Customer protection basis per product and customer (IPCA, Concord, Huahai, MSN, etc.)
- ▶ Scope: Limited to Spain and Portugal
- ▶ Represents **30%** of the budgeted revenues for 2018 and **21%** of the budgeted GM for 2018

FDF

- ▶ License of the Finished Products developed internally and sale of the products with the client brand through supply agreements for at least 5 years
- ▶ Scope: WW, with active sales mainly in EU
- ▶ Represents **70%** of the budgeted revenues for 2018 and **79%** of the budgeted GM for 2018 (including DPs)

CMO

- ▶ Manufacturing of Pharma products for the lines we have free capacity (liquids/ creams/ ointments)
- ▶ Scope: WW
- ▶ Not ongoing business/budget for creams/ ointments in this model for 3rd parties.



B2B activities are segmented in 3 different units: API, FDF & CMO businesses.

Aspirations of the Sales team

1. Create value for the organisation

How?

- ▶ Meeting and exceeding the **Sales budget** for the year
- ▶ Meeting and exceeding the established **Prospection** targets
- ▶ Generating **Business opportunities*** to the organization, which have not been assessed/considered:

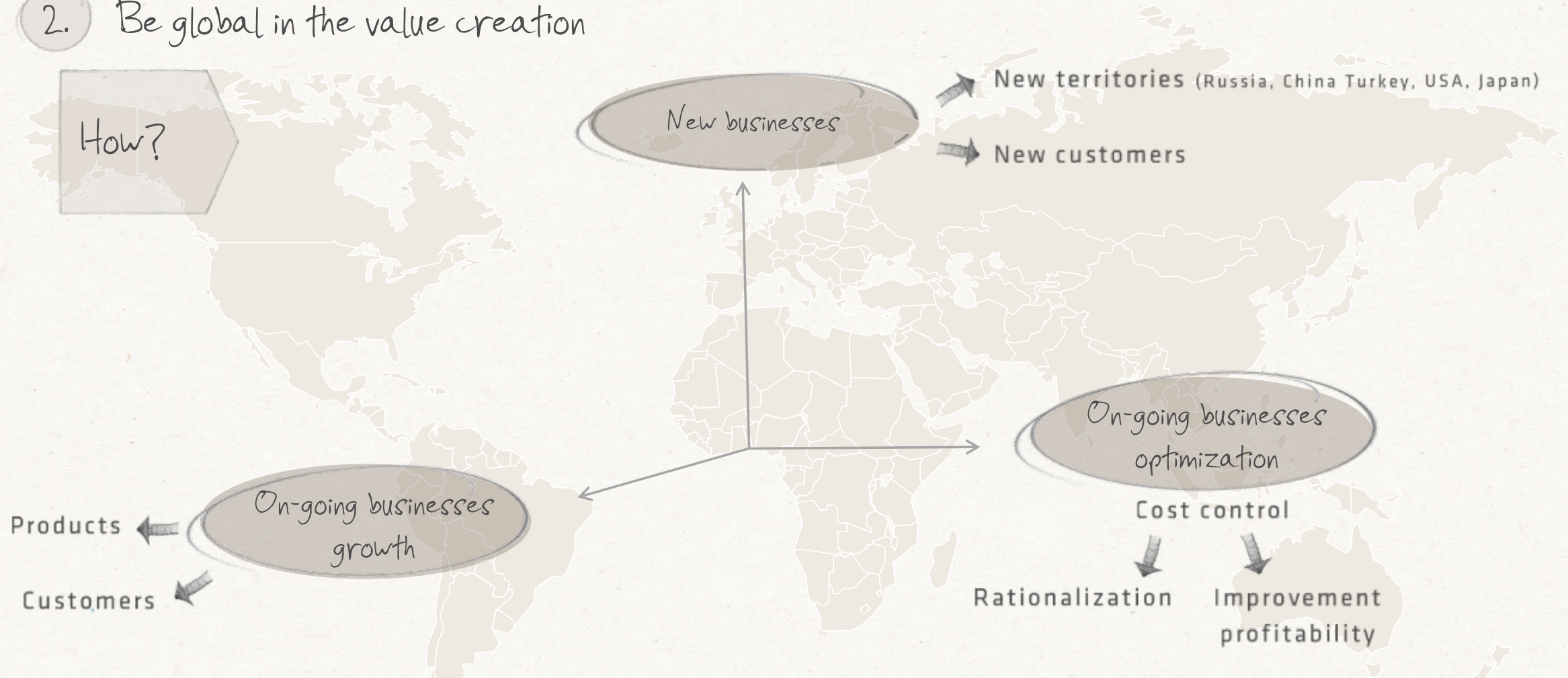
Business opportunities* understood as products suggested to the organisation not considered for development.



Consolidation of the team should also encourage the business suggestion to the organisation.

Aspirations of the Sales team

2. Be global in the value creation



GH also should start being more selective in the new business engagements as well as rationalising the ongoing businesses.

Aspirations of the Sales team

3. Create knowledge for the organisation

How?

- ▶ **NEW!** Building specific business plans for new products (ie. Gliptins) with the aim to revenues/profits generate at X point of time. WHY?
 - Anticipation to support the specific business (ie. Investments needed, capacity)
 - Trends to be applied to the Portfolio assessment of future products
 - Next products in the pipeline: D/T, Micafungin, Dabigatran, Betamethasone gel
- ▶ **NEW!** “Best estimate” of revenues per month. WHY? Anticipation to support the specific business (ie. Investments needed, capacity)
 - Help Finance in the cash-flow management
 - Track budget performance & encourage achievement of the targets



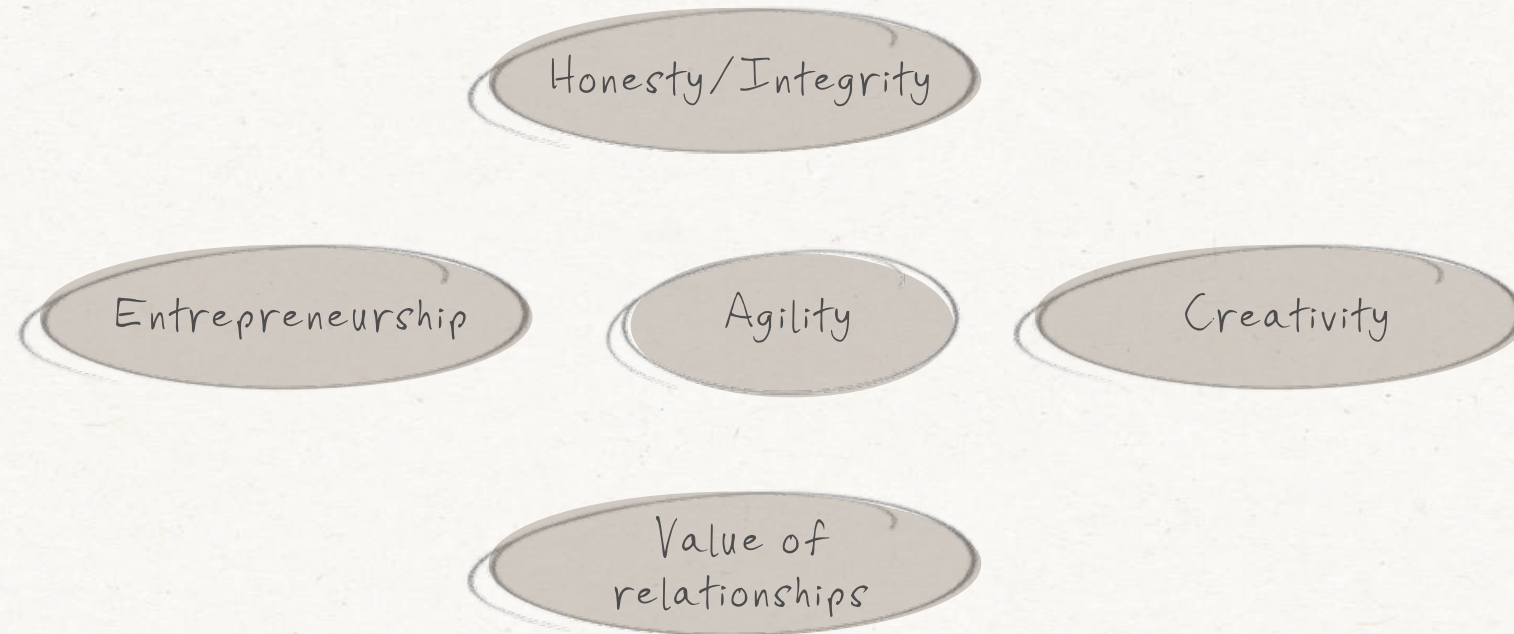
Knowledge will be built .

Aspirations of the Sales team

4. Contribute to create a leading organisation

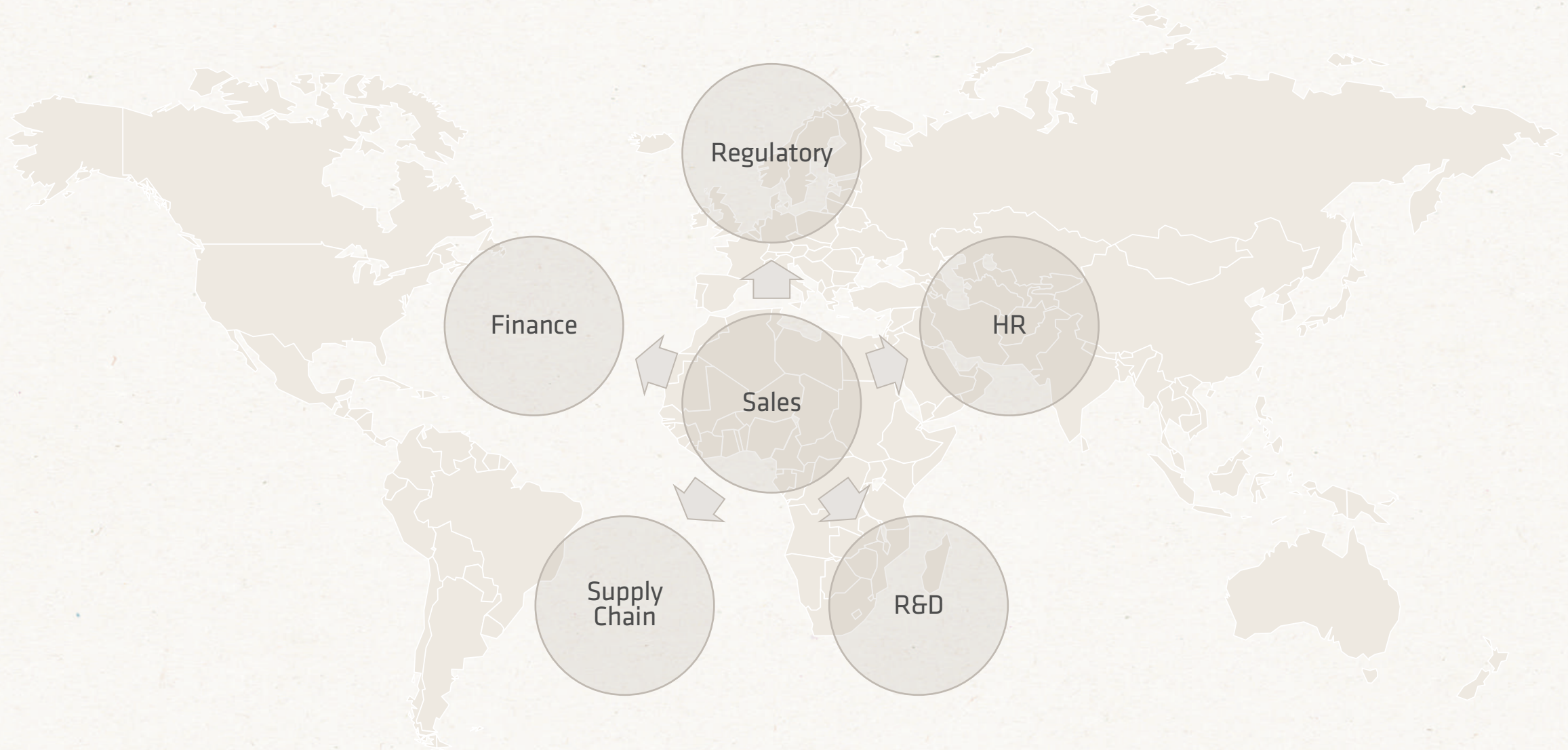
How?

- Alignment of the values of the organisation with the behaviour of the Sales team in the market:



We are the visible face of the organization in front of our customers.

Relationship with all departments – Global vision



Working in sales for the pharma industry

What is the market looking for

- Business oriented
- Analytical and problem solving
- Leadership
- Enthusiastic and self motivated
- Willing to travel



One day in the office

- Contracts negotiation
- Lunch with a customer
- On-going POs update
- Price negotiation



Career development

- Sales internship
- Area Manager
- FDF / API BU Manager



Conclusions



- Helping the company grow with new opportunities
- In contact of the different department of the organization
- Being an entrepreneur inside an organization



A lot to be built, a lot to be done!

thank you!