Sustain focus on performance *Encourage open, discussion& debate* *Align across Pfizer*
Create inclusive environment *Manage change* *Develop Peop*

Field Trip Coaching Guide

Date Last Visit: –

Representative's Name: Nelson Bermudez **Today's Date:** 6/12/03

Follow-up on Capabilities/Behaviors from Last Field Ride: POA messaging

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/ Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Fine tune Call cycle to drive sales based upon Access to our products

Objective for Today: Sell Bextra pre-op and identify Zyvox opportunities

Day Summary: (Significant Accomplishments/Call Activity):
Great job with Dr. Watts - work to find out HIP requirements to get Zyvox
- coordinate w/ Robinson to let him know what you found out at North Shore + Z
Dr. Sack - great opportunity w/ Cox-23 + medicaid

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DiSC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits										
S					–		S		S			S			

Topic (Task/Skill to be coached): Comms / Persuasion - Focus on messaging and not verbiage

Impact (Why important/Benefits): makes for a better dialogue; creates interests; more impactful

Plan (Representative & DM Actions):
make it simple and to the point
stress your key point and Romance how it applies to the doctor

EXHIBIT
16 Garivix
CROC-10049

Support / Sustain (Follow-up): Field Ride Flu

[signature] TF3727 [signature] 6-12-03
strict Manager's signature Date Representative's signature Date

Sustain focus on performance *Encourage open, discussion& debate* *Align across Pfizer*
Create inclusive environment *Manage change* *Develop People*

Field Trip Coaching Guide

Date Last Visit: 7/30/03

Representative's Name: Nelson Bermudez

Today's Date: 8/12/03

Follow-up on Capabilities/Behaviors from Last Field Ride: Comms/Persuasion - telling the story

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/ Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Rextra sales

Objective for Today: Tell the story for Cox-2's

Day Summary: (Significant Accomplishments/Call Activity):
Dentists - Lutheran. Setup another inservice + follow-up w/ residents
Pediatra - great pre-op opportunity
PCP: HTP - F/u w/ Dr. - said would talk to Med. Board about
NSAIDs and aspirin ⇒ use Celebrex instead

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DiSC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits										
NI				S	S							S			

Topic (Task/Skill to be coached): Pre-Call Planning - starts w/ Postcall entry D-1

Impact (Why important/Benefits): Continuity of messaging - more opportunities to ask for business.

Plan (Representative & DM Actions):
* Enter calls after each call - allows your Team Notes to be timely + accurate
- allows you to better manage your work - home life
Use call grid at least day before to determine studies + resources needed for next day
Immediately before call - look again at physician profile starting w/ Team Notes

Support / Sustain (Follow-up): Invest time up front - save a lot in end - F/u later this week

Thomas P. Garcia 8/12/03 TF3728 [signature] 8/12/03

Sustain focus on performance *Encourage open, discussion& debate* *Align across Pfizer*
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Field Trip Coaching Guide

Date Last Visit: 8/21/03

Representative's Name: Nelson Bermudez **Today's Date:** 9/10/03.

Follow-up on Capabilities/Behaviors from Last Field Ride: Precall planning / Post call entries

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/ Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Bextra is still hurting you

Objective for Today: F/U on Regional Training + tighter messaging

Day Summary: (Significant Accomplishments/Call Activity):
Great job getting Dr. Blume set up for our local podiatrists
Dr. Watts seems like she will use a lot of Zyvox if you ~~stay~~ remind her often
Awesome job at the Regional Office!!

Dr Jazrawi - promised to trying Bextra
Thank you for your ideas in NY State Medicaid

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DiSC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits										
			← NI →				S			S				S	

Topic (Task/Skill to be coached): Action Selling - in the form of a story
it has to make sense

Impact (Why important/Benefits): Makes sense + closing is natural progression

Plan (Representative & DM Actions):
You were working on a story for Zyvox - slow down + simplify it
Before each call - consider the doctor + the types of patients that he sees
~~[illegible]~~ tailor your message / story to hit the patient types
Ask yourself "So what" after each ~~[illegible]~~ fact

Support/Sustain (Follow-up): Field Ride, F/U

Thomas P. Avilia 9/10/03
District Manager's signature Date Representative's signature Date

POWERS Rx Field Trip Coaching Guide

Date Last Visit: _____

Representative's Name: Nelson Bermudez

Today's Date: 12/2/03

Follow-up on Capabilities/Behaviors from Last Field Ride: Action Selling - Telling the story

Business Opportunities/Sales Report Analysis: OCTOBER ↑ GAR RANK #51 up from #56

Call Summary

	Physician	Specialty	Products: Celebrex	Products: Bextra	Products: Zyvox	Products: Zoloft (PDR) Antifungal (BR)	Inner Circle Placement Level?	COMMENTS (Impact Opener, Action Selling, Dialogue-Impact)
1.	Valvo	ORS		1			4	used Bextra Post-op Alone + didn't work
2.	Grossman	DDS	1	1			1	Mostly used Vioxx but agreed to use Bextra
3.	Graffeo	DDS	1	1			6	getting good results w/ Bextra - wants prescription pads
4.	Grosso	DDS	1	1			6	using Celebrex
5.	Montavo	DPM	1	1	1		5	said No longer using Vioxx; asked where to use Celebrex + B
6.	Parato	PA	1	1			4	wants medical Inquiry on Vioxx AMI ACR data
7.	Lacqua	Vasc.		1	1		4	treats MRSA outpt; suggested talking to Dr. Girgis for Zyv
8.								MRSA inpl. usage
9.								
10.								

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Impact Opener	Patient Benefits	Physician Benefits	Bridges	Dialoguing	Objection Handling	Closing	Product knowledge	Expanding Time	Clinical Utilization	Resource Leveraging	Multiple Product Calls
	S+				S		S	NI		NI		

TOPIC/IMPACT/PLAN:

POA Message - good focus on "Arthritic Flare" and discussing 2 problems for patients going into surgery

Lacqua - Wound Center - Tuesday mentorship - good job

Detail Book - on several calls today (Lacqua, Montavo, etc) you opened the Book up but did not use it to tell your story. Remember your book is set up to tell our story and will help doctors remember

Great Dentistry calls today - they're seeing the efficacy w/ Bextra that we knew they would - Good short Term prescription + $ message

Product Knowledge - when presenting your clinicals, make sure you can explain the setup, comparators, and key findings and make them apply to the audience.

- example ACR data - shows that Vioxx has a 24% greater risk of AMI than Celebr

Thomas P. Farina 12/2/03

TF3730 [signature] 12/02/0