

Example - Brand Skills Sheet

PAUL COPCUTT

PAUL COPCUTT

2 Bloor St West, Suite 1902

Toronto. ON. M4W 3K2

Canada.

Tel: 416-323-5792

E-mail: paul@paulcopcutt.com

Key Strengths Summary

Maximizer – focus on strengths as a way to stimulate personal and group excellence. Seek to transform something strong into something superb.

As a Sales Manager with Boots Industries, I was responsible for a national team of 9 who achieved overall country performance at 25% over budget two years running. We were able to meet the challenge of incorporating capital equipment sales into a business where disposable sales were the focus, increasing revenues in both areas.

A practical example: Chose the top performers in each area of sales (disposable and capital equipment) and had each of them present their sales methods to the group during national sales meeting. Also established a system of bi-weekly telephone meetings where each sales representative could share their successes, ask for input on how to overcome challenges within their territories, and encourage each other to success.

Strategic – create alternative ways to proceed. Given any scenario can quickly spot the relevant patterns and issues.

At ABC Consulting as Senior Client Services Director, I was responsible for a budget in excess of \$6 million providing pharmaceutical marketing expertise to global and US brand teams on such products as Xyzerpa, Nomikal, and Verdunne. The role required building consensus between brand teams and individuals in global head offices and country branches and creating benchmarks for and delivering ROI for programs that impacted on the bottom line of both areas. This was a new service we were delivering and as the relationship progressed we worked with the

customer to create ROI that allowed them to continue to justify allocating budget to funding the programs. Funding was shared between Global teams and country brand teams, so we had to provide the ROI to Global team so that they could sell it to country brand teams, i.e. medical education web casts featuring key opinion leaders were developed and disseminated to physician audiences within each country. One of the ROI we were able to establish ensuring that over 50% of physician audience watched at least the first 30 seconds of the presentation. The program was built to ensure that the main message was included in those first 30 seconds and the method of delivery – web cast, e-mail newsletters, mailings, conference presentations - a multi-media blitz maximized exposure to the appropriate audience. We also worked on getting a physician database that was stellar, pertinent and of high value to the client.

Input – a craving to know more. Often like to collect and archive all kinds of information.

Generally I have a strong belief in continuous development and improvement, which I have followed throughout my career. I believe that this desire for more information makes me highly efficient, results and challenge driven professional with an exemplary background in developing and implementing new methods of marketing to healthcare professionals, as well as be an empathetic coach who works with people in an ongoing partnership designed to help produce win-win results. I am regularly contacted by my network to provide input and reference to various resources as they consistently see me as a provider of value added material and information and have come to rely on me for the knowledge.

Ideation – fascinated by ideas. Able to find connections between seemingly disparate phenomena.

I am a conceptual and creative worker who is able to develop methods and processes to critically analyze information, prepare and present succinct reports, like in the instance when I was asked to prepare reports for each of the countries (USA, Italy, France, Germany, UK, Spain, Puerto Rico, Switzerland, Canada) who were involved with a multi-language program involving five key opinion leaders presenting clinical findings on the use of Verdunne. This was the first time a program of this magnitude was undertaken, requiring the translation of all materials, web casts, slide presentations, marketing material disseminated on the Internet and by mail (print and CD-ROMs). The program required weekly tracking of all components as they were being developed and reports on these

developments to be sent to Pikco Inc brand marketing teams. On-going programs were also developed to track results on readership at launch, and weekly after this to three months post-launch.

Connectedness – faith is the links between all things. There are few coincidences and almost every event has a reason.

When Polsocorp sold the Dentum division to Boots Industries and I went with the division to Boots, to head up that division and create a smooth transition for the team at Boots (disposable to capital equipment sales), I realized that it was vital to keep connected and maintain relationships with customers who had been purchasing Dentum infusion pumps. One of our biggest customers was Carefull (a company providing home-infusion services and pharmacy services). There was no relationship between Boots Industries and Careful and there was a sense of wariness on both sides. Within the first three months of the (purchase of Dentum by Boots) I organized a national sales meeting, bringing in all the Boots representatives from across Canada to Toronto. Delivered training on the use and sales methods for the infusion pumps, highlighting the difference between disposable sale and capital equipment sales.

Presented research data that I had compiled by a third-party marketing firm showing current market analysis of infusion pump penetration in Canada and potential for sales over the next five years. I also invited the Vice-president and the Director of Pharmacy services from Careful to present to the group, highlighting their services, their relationship with Polsocorp Dentum, and how they perceived our working relationship ongoing